

# LIFE



AERIAL GUNNER

MAY 6, 1940 **10** CENTS





## GRANDMA NEVER BURNT HER FINGER

Why did Grandma wet her finger before she touched the hot iron? The moisture on her finger provided an instant of insulation. Psst! And it was gone.

But the oil in your engine must resist heat, not for one instant, but for hours at a time.

And because modern engines with their higher speeds run *hotter*, you need Insulated Havoline. This oil is *insulated* by an exclusive Texaco process to resist heat that makes ordinary oil form harmful varnish—varnish causes "piston drag"—reduces gasoline mileage—makes your engine hard to start on cool mornings.

Insulated Havoline Motor Oil will not form this varnish, and because it is distilled, Havoline is free from harmful carbon. It leaves no hard carbon to cause knocking or excessive wear. It keeps your engine clean, insuring maximum power and pep.

Ask for INSULATED HAVOLINE MOTOR OIL at Texaco and other good dealers everywhere.

You can't get a better oil at any price.

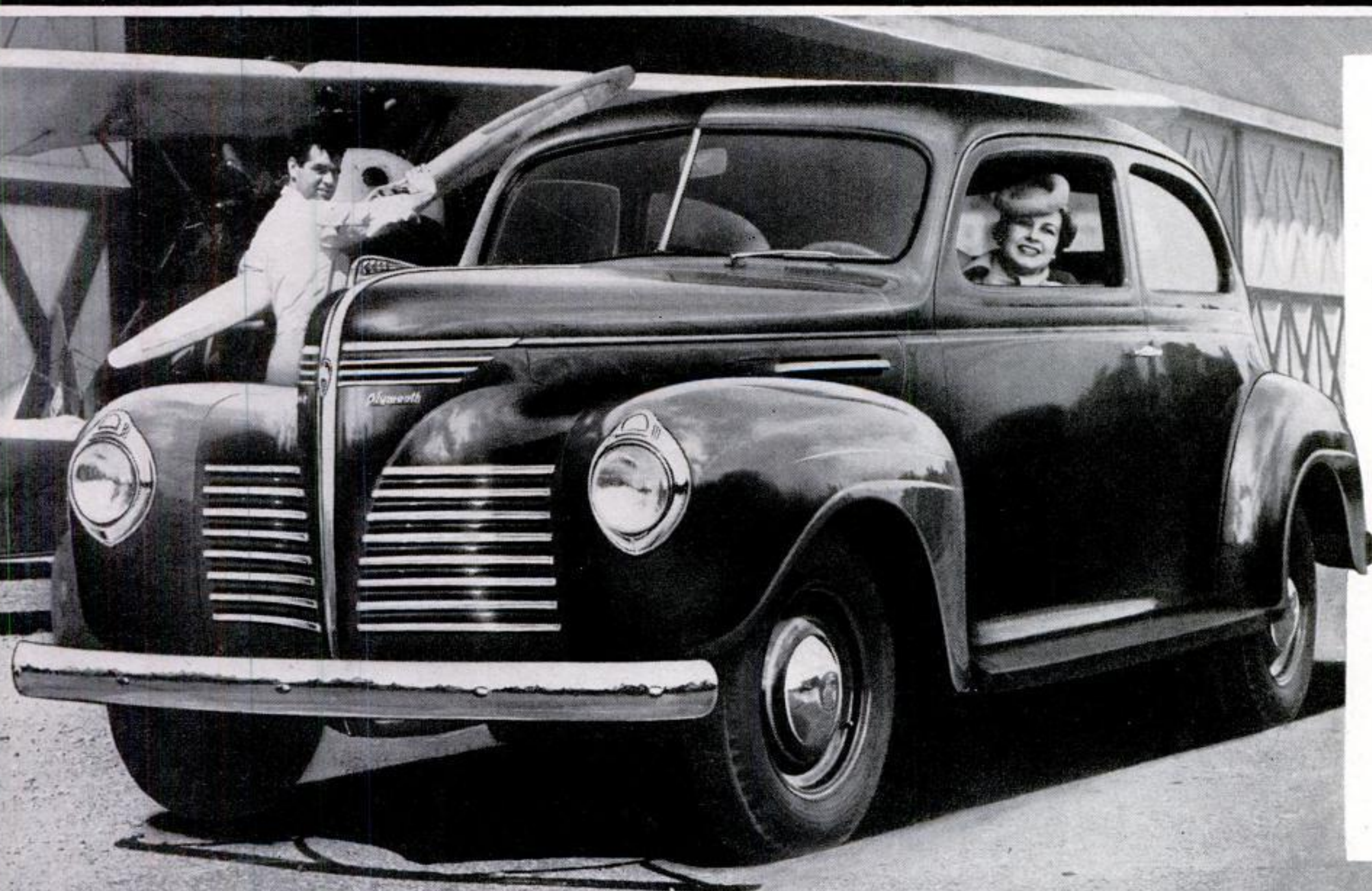
TEXACO DEALERS INVITE YOU TO tune in the TEXACO STAR THEATRE—A full hour of all-star entertainment—Every Wednesday Night—Columbia Network—9:00 E.D.T., 8:00 E.S.T., 8:00 C.D.T., 7:00 C.S.T., 6:00 M.S.T., 5:00 P.S.T.



Copyright 1940  
The Texas Company



# IT'S EASY TO PICK THE BEST-BUILT OF "ALL 3"



Join the  
Thousands who  
are Judging  
"All 3" Low-Priced  
Cars this Easy  
"One-Two" way!  
You'll see at  
Once which Car  
Gives you  
the Most—which  
is your Best  
Buy in 1940

## OF 22 IMPORTANT FEATURES FOUND IN HIGH-PRICED CARS—

*Plymouth has 21...  
Car "2" has 11... Car "3" has 8*

NOW IT'S EASY to be sure which low-priced car is finest...use the new "One-Two" buying method.

You'll find that Plymouth is the only one of "All 3" low-priced cars that gives you a majority of the 22 big features found in high-priced cars.

Only Plymouth has a 117-in. wheel-base...coil springs on all models...a big Floating Power "L-head" engine.

See the Quality Chart at any Dodge, De Soto or Chrysler dealer's. Then take Plymouth's Luxury Ride. Plymouth Division of Chrysler Corporation.

SEE THE NEW PLYMOUTH COMMERCIAL CARS!  
MAJOR BOWES, C.B.S., THURS., 9-10 P.M., E.D.S.T.

**PLYMOUTH**

COUPES START AT

**\$645**

SEDANS START AT

**\$699**

DELIVERED IN DETROIT, MICH., including front and rear bumpers, spare wheel, tire and tube, foot control for headlight beam, ash-tray front and rear, sun visor, safety glass and big trunk space (21.6 cubic feet). Prices include all federal taxes. Transportation and state, local taxes, if any, not included.

**EASY TO BUY**

## 1 SEE THE QUALITY CHART

THE 1940 QUALITY CHART SHOWS  
YOU **CLEARLY** WHAT **EACH CAR**  
GIVES YOU IN SIZE...COMFORT  
...QUALITY AND ECONOMY.



## 2 TAKE THE LUXURY RIDE

MY EYES WERE OPENED WHEN  
I TOOK THE 1940 PLYMOUTH OUT  
ON THE ROAD. I NEVER **DREAMED**  
A LOW-PRICED CAR COULD GIVE  
SUCH DRIVING **PLEASURE.**



# PLYMOUTH BUILDS GREAT CARS

Copyrighted material





## HE LIVED TO TELL A TALE OF OLD SALEM

*...because \$250 saved him from despair*

HIS HOPES of a literary career crushed after years of striving by the repeated refusals of a publisher to accept his work, Nathaniel Hawthorne was close to despair. At this dark moment a friend, Horatio Bridge, came to his rescue by secretly advancing \$250 as a guarantee toward the publication of *Twice Told Tales*, a collection of Hawthorne's early short stories.

But for the immediate success of that volume and its heartening effect on the author, such immortal classics as *The House of the Seven Gables* and *The Scarlet Letter* . . . so beloved by generations of Americans . . . might never have been written. Hawthorne's spark of genius burst into flame after a friend staked \$250 on his future at a critical time.



NATHANIEL HAWTHORNE, proudly showing his friend, Horatio Bridge, a copy of "*Twice Told Tales*."

POSSIBLY Nathaniel Hawthorne would have won through his struggle against despair even without the financial help of Horatio Bridge. It is difficult to smother real talent. So, too, might your dependents get along somehow if they were suddenly deprived of your active support. . . . But such struggles are hard and unnecessary when a small amount of money can accomplish so much at a critical time.

A John Hancock Readjustment Income Plan smooths the road for a dependent family after the death of the breadwinner, by covering essential expenses during a trying period, thus

permitting the family to make clear-headed plans for the future, free from financial worries.

How a readjustment plan was applied to a typical family in moderate circumstances is described in our unique booklet, "Two Lives," which takes but four minutes to read. A copy will be sent on request. Write Department L-3.



**JOHN HANCOCK MUTUAL LIFE INSURANCE COMPANY**  
OF BOSTON, MASSACHUSETTS

## LETTERS TO THE EDITORS

### Facts on Russell

Sirs:

As I was the counsel who successfully argued, with Judge Goldstein, the case against Bertrand Russell before Judge McGeehan, I have more than the usual interest in the article concerning Russell in your April 1 issue.

One of the statements is not in accord with the facts, and I would appreciate it if you would give me the basis for some of the others.

Russell did not go to jail for pacifism but for a nasty, vicious Communist lie about the American Expeditionary Force. I do not find any evidence that Russell was a Pacifist. After England had been in the War some time, Russell joined the "No Conscription League" and because of an article that he wrote for an English newspaper was fined £100, which resulted in the sale of his library.

Your statement that his second wife in 1933 bore a son of which Russell was not the father, is somewhat contrary to the statement in *Burke's Peerage*, which says that she had a son and two daughters. Burke credits Russell with four children but Russell, in his recent public statements, speaks of three, and your pictures contain these three.

WILLIAM S. BENNET

New York, N. Y.

1. Bertrand Russell was sent to jail for six months in 1918 for writing an article in *The Tribunal* which said that the American troops garrisoned in England might be efficient to attack strikers, for that was what they did in their native land. Russell called himself "an extreme pacifist" in the last War. He defended conscientious objectors (for which he was fined) and opposed conscription.

2. Russell's second wife, Dora Black Russell, bore four children before they were divorced in 1934, but only the first two were actually his. They, with the one child of his third marriage are now in California.—ED.

### LIFE Cooch Show

Sirs:

Did LIFE have the "cooch show" concession at the Mississippi country carnival (LIFE, April 15)? If not, somebody's using your shingle.

CLYDE A. TAYLOR

Paoli, Ind.

● LIFE's only interest in the "cooch show" is editorial.—ED.



### Grateful CCC

Sirs:

You have said some mighty nice things about the Civilian Conservation Corps as well as about the youth movement generally (LIFE, April 15).

With your tremendous circulation and the enviable position occupied by your publication, we are more than ordinarily appreciative of your splendid commendation of what the CCC and



## Slenderness the vogue...in figures and in Websters

A select garden party—streamlined divers in the personification of feminine grace . . . young men smoking longish, fragrantly mild cigars. Websters, no doubt. For Websters naturally "belong" in settings that reflect today's moods and standards. In offices, clubs and fine hotels, too, you'll find Webster

### the cigar of the hour!

Webster is not only modern in styling, but so exquisitely blended from rare Havana filler tobacco and choice claro wrapper that thousands prefer its delightful flavor to that of many costly imported Cuban cigars.

## WEBSTER

CUSTOM-MADE CIGARS

GOLDEN WEDDING 10c

Vaguely "slenderized"

Perfecto Chico . . . . . 10c

Queens . . . . . 2 for 25c

Fancy Tales . . . . . 15c

*First in the Social Register*

(continued on p. 4)



Do you see a Sturdy Youngster?

No! I see a Handsome Young Man of the Future.

What makes Him so Handsome?

His clean-cut Face and his Brilliant Smile!

Why is his Smile so Brilliant?

Probably because he started young to use Ipana and Massage.



**Protect your smile! Help keep your gums healthier, your teeth brighter . . .  
with Ipana and Massage**

**H**E'S pretty young, this rollicking boy, but he's old in the wisdom of proper dental care. For he already knows the importance of gum massage to healthy gums and sparkling teeth.

For, like thousands of other lucky youngsters these days, he has been taught in his classroom this lesson . . . one that many adults learn too late. He has learned that the soft, creamy foods we eat these days deprive our gums of the exercise they should have for vigorous health. Without it, gums often become sensitive, tender . . . and flash that warning tinge of "pink."

**"Pink Tooth Brush"—a Warning!**

The instant you see "pink" on your tooth brush . . . *see your dentist!* Perhaps you aren't headed for serious trouble, but let him decide that. He, very likely, will simply say your

gums have become tender . . . are warning you they need more exercise. And, like so many dentists, he may suggest "the healthful stimulation of Ipana and massage."

For Ipana is especially designed to do more than clean teeth. Used with massage, Ipana helps invigorate the gums, aids them to better health. So, each time you brush your teeth, massage a little extra Ipana onto your gums. That delightful "tang" you notice—exclusive with Ipana and massage—is pleasant evidence that you are stimulating your gums, helping them become firmer and stronger.

Get a tube of economical Ipana today. Start now with Ipana and massage—for healthier gums, brighter teeth, a more radiant smile.



**Ipana Tooth Paste**

This One



TJ55-G9Y-G42E



# "WONDER DOG" stopped shedding; coat grew in full and healthy

—soon after PARD diet was started!



Adding—subtracting—multiplying—dividing—these and many other amazing feats are easy for "Queenie." But, like thousands of less accomplished dogs, even "Queenie" has had her troubles with undue shedding! Her owner and trainer, John Klok, says: "About two years ago I had quite a time with Queen. She was shedding badly and getting bare in spots. My veterinarian advised an immediate change of diet to Pard. And believe me, Pard worked wonders! Her shedding stopped within a week. Ever since, Queen has been on a regular Pard diet—and she couldn't be healthier."

The facts of this case history were sworn to before me on March 23rd, 1940—  
Earnest S. Fuller, Notary Public.

**At Swift's Research Kennels, 5 successive generations of dogs have been fed Pard exclusively. All have escaped the common ailments which veterinarians lay to hit-or-miss feeding!**

● "At least 90% of the common ailment cases we treat," say leading veterinarians, "are caused by faulty diet!" Among them are excessive shedding, loss of appetite, nervousness, dietary skin irritation, listlessness, and many others. Unfortunately, these complaints can sometimes develop into disorders of a more serious nature.

But here's encouraging news for dog owners from the famous Pard Feeding Study. Not one member of the 5 consecutive generations of dogs fed Pard alone ever suffered from any of the common diet-caused ailments! Healthy, full of vigor, all matured normally . . . con-

formed well to the standards of their breeds. And never have they shown less than a keen appetite for nutritionally balanced Pard!

Let these scientifically proved facts be your guide . . . start your dog on Pard now. He'll love it!



This happy young fellow—like his healthy comrades at Swift's Kennels—has never tasted anything but Pard. And like them, he has enjoyed complete freedom from the common ailments which veterinarians most frequently attribute to faulty diet.

A SWIFT & COMPANY PRODUCT

# PARD

...SWIFT'S  
NUTRITIONALLY  
BALANCED  
DOG FOOD



## LETTERS TO THE EDITORS

(continued)

other youth organizations are doing to improve the mental equipment of young men and to give them proper perspectives of the responsibilities of life.

J. J. McENTEE, Director  
Civilian Conservation Corps  
Washington, D. C.

### It Was Not a Lathe

Sirs:

Being a Brown & Sharpe machinist's apprentice, I was greatly interested in your picture of an electric lathe (LIFE, April 15). As it is the first machine of its type I have seen, I feel that I would benefit by further information on how it is used and by whom it was made.

EDWARD W. MANN

Providence, R. I.

Sirs:

Although I am only 14 years old and have had little experience in machinery, I think I can tell the difference between an electric lathe and a milling machine.

WARREN BARTLEBAUGH

Springfield, Ohio

Sirs:

The caption "Boy, girl and electric lathe" is correct as far as the boy and girl are concerned, but the electric lathe happens to be a Brown & Sharpe Mfg. Co. milling machine.

OTTO C. WILLIG

Brown & Sharpe Apprentice, 1940  
Providence, R. I.

Sirs:

How many people have written in to tell you that in your April 15 issue, page 83, the machine you have pictured is not a lathe, but a milling machine?

JOHN W. LAWSON

Detroit, Mich.

● So far, 245.—ED.

### Champagne in the Streets

Sirs:

I read in your issue of April 15 that Warner Bros. could not risk taking Errol Flynn *et al* into the Virginia City theater because they decided "the patrons were drunk" and there was some danger of Mr. Flynn's being hit by a flying bottle.

I do not know who your informant is, but he or she is—to put it quite mildly—a liar. I was in that theater. My family was there. A great many people whom I know were also there. There was no drunkenness and no disorderly conduct. Mr. Flynn would have been very much safer than he was in Reno.

True, Mr. Hart did dispense free champagne, but those who drank it were on the streets and not in the theater.

DOROTHY ALCORN

Modesto, Calif.

### Insult to Postmen

Sirs:

I want to object to the gross insult put on some 300,000-odd postal employees in LIFE, April 22. Your caption under picture No. 20 on page 25 stated that President Hindenburg thought Hitler might make a good postman. You can imagine, I am sure, the effect on the public if they were greeted by postmen using such tactics as Herr Hitler has employed.

W. HUBERT TAYLOR

Wilson, N. C.

### Very Old Pony

Sirs:

The writer noticed in your April 15 issue of LIFE an article about a horse that was 40 years old.

When the writer was 3 years old, his father gave him a pony, which at the time was also 3 years old. The writer

(continued on p. 6)



What it  
hasn't —  
Gives it  
what it has!



Walter Hagen  
"CORELESS"

The things this Hagen Coreless lacks—for it has no center—no pill—no core—are exactly the things that make it lacking in nothing as a performer on the course.

The entire ball except the cover is formed of Para thread, so there's no troublesome center to shift, break, or get out of balance.

The Hagen Coreless comes to you round—stays round, round after round. The tough cover will absorb an unusual amount of punishment.

Here's a golf ball as trouble-proof as inventive genius can devise. Make the Hagen Coreless your ally in your assaults on old man par! It will never let you down!

The L.A. Young Golf Co.  
GRAND RAPIDS • MICHIGAN

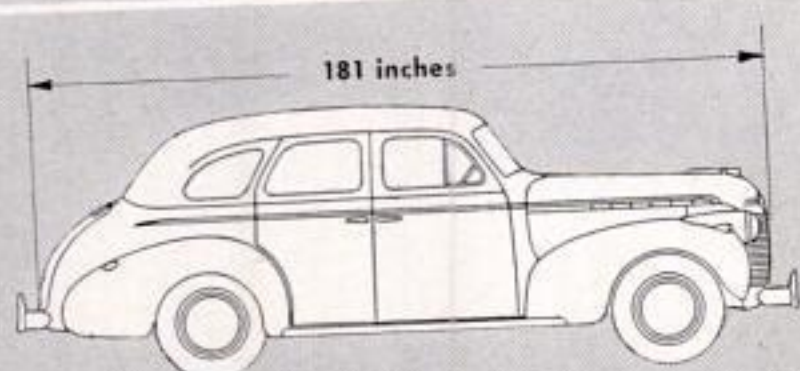




The Special De Luxe Town Sedan, \$761\*

# "GOING GREAT GUNS!"

... that's the only way to describe this dynamic new Chevrolet's road action . . . and its popularity, too. . . . It's 'way out in front, where the leader belongs!



## "THE LONGEST OF THE LOT"

From front of grille to rear of body—for length where length counts—Chevrolet for 1940 is the longest of all lowest-priced cars! Big outside, big inside, big in value!

### NEW EXCLUSIVE VACUUM-POWER SHIFT

The only steering column gearshift that does 80% of the work for you and requires only 20% driver effort!



CHEVROLET HAS MORE THAN 175 IMPORTANT MODERN FEATURES, INCLUDING:

THE "RIDE ROYAL"—WITH CHEVROLET'S PERFECTED KNEE-ACTION RIDING SYSTEM\* • NEW "ROYAL CLIPPER" STYLING • BIGGER INSIDE AND OUTSIDE • NEW FULL-VISION BODIES BY FISHER • NEW SEALED BEAM HEADLIGHTS WITH SEPARATE PARKING LIGHTS • SUPER-SILENT VALVE-IN-HEAD ENGINE • PERFECTED HYDRAULIC BRAKES

\*On Special De Luxe and Master De Luxe Series.

Eye it ..

Try it ..

Buy it!

You'll get a real "*bang*" out of the new size and spaciousness, the swank "Royal Clipper" Styling, the luxurious Fisher Body of this *longest* of all lowest-priced cars—this streamlined "Beauty Leader" of the 1940 parade!

You'll revel in its thrilling power and pace, its ability to *out-accelerate* and *out-climb* all other low-priced cars, its 80% automatic *Vacuum-Power* Gearshifting and its "Ride Royal★"—for it's the greatest action car you've ever driven!

And then you'll understand why Chevrolet has out-sold all other cars during eight out of the last nine years! *The 1940 Chevrolet gives higher quality at low cost!—Low Prices—Low Operating Costs—Low Upkeep.*

CHEVROLET MOTOR DIVISION, General Motors Sales Corporation, DETROIT, MICHIGAN

## \$659

MASTER 85  
BUSINESS COUPE

Other models slightly higher

\*All models priced at Flint, Michigan. Transportation based on rail rates, state and local taxes (if any), optional equipment and accessories—extra. Prices subject to change without notice.

# "CHEVROLET'S FIRST AGAIN!"

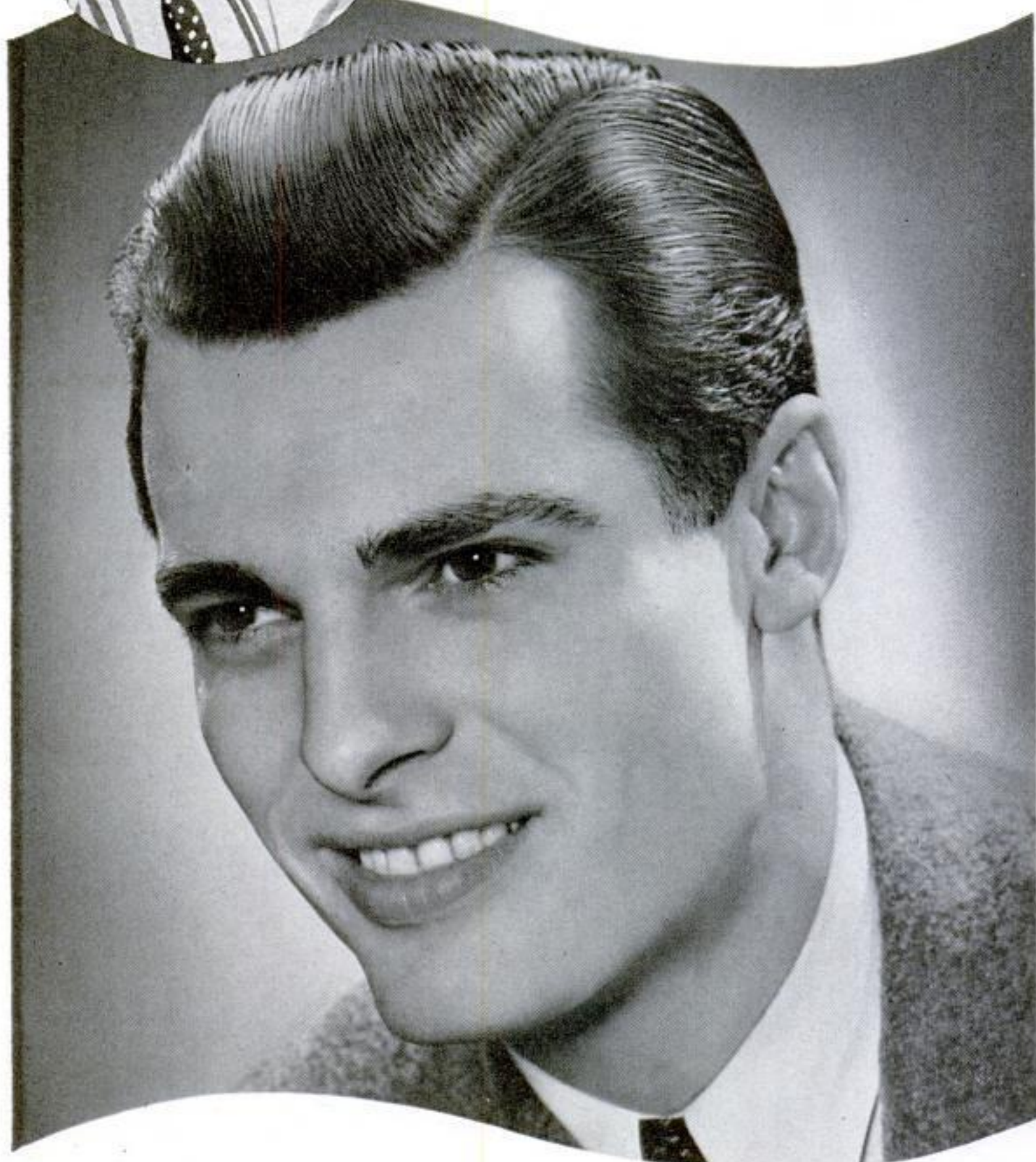
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## Danger Sign...

If your scalp feels tight and itchy... if your hair is harsh and sheds dandruff scales... watch out for Dry Scalp... Use 'Vaseline' Hair Tonic to supplement the natural oils.



*Want hair handsome?*  
**Then check DRY SCALP!**

**T**HIS is the time of year you should be especially careful about "dry scalp."

Beware "sun-baked pate"... and the havoc wrought by showers and shampoos, stealing the natural oils from your hair roots!

To combat this "dry scalp" danger, use 'Vaseline' Hair Tonic... the preparation that contains *positively no ingredient that can have a drying effect*... but instead actually supplements and helps to protect the precious oils that give life and vitality to the appearance of your hair.

Give your scalp this common-sense care which 'Vaseline' Hair Tonic provides. Begin today—and just see how lustrous, healthy-looking and well-groomed your hair appears after the first week!



**EVERY MORNING**—shake on a few drops when you comb your hair.

**EVERY WEEK**—before shampooing give your scalp a generous 'Vaseline' Hair Tonic massage for extra protection against dryness.

# Vaseline HAIR TONIC

REG. U. S. PAT. OFF.

Copy. 1940, Chesebrough Mfg. Co., Cons'd.

## LETTERS TO THE EDITORS (continued)

was born in 1897 and is now 43 years old.

This pony is still living. He still gets around very good, can roll all the way over, eats corn and hay and has never been fed any ground feed, and still has all of his teeth.

The writer feels that the pony's age is due to the wonderful care that has been taken of him.

N. J. WHITE

Williamsburg, Ohio



MR. WHITE AND HIS PONY

### Very Old Mule

Sirs:

A picture of a 40-year-old horse appeared in your April 15 issue. Here is a picture of a mule owned by Mrs. Louis Young of Etna, Calif. This mule is to my knowledge 43 and possibly 48 years old.

W. J. BALFREY

Etna, Calif.



MRS. YOUNG'S MULE

### Older Mason Jar

Sirs:

You show a picture of a Mason jar, (LIFE, April 15) patented Jan. 19, 1869. I happen to have a Mason jar and on it is written "Mason's Patent, Nov. 30, 1858." That is eleven years before the one you show. Would you please clear this up for me?

FRED KENNEDY JR.

Monteagle, Tenn.

Sirs:

The first Mason jar was patented November 30, 1858. The 1869 model was simply John Mason's idea of an improvement in the original model.

The legend, "Mason's Patent, November 30, 1858," was used on fruit jars until approximately 25 years ago. Old jars are far too numerous to have any particular monetary value. Some 300 persons write us each year in regard to the value of old jars. The time will probably come when such articles have value as antiques, but the present market is practically nil.

GLADYS KIMBROUGH

Ball Brothers Company  
Muncie, Ind.

### Five-barrel Gatling

Sirs:

It may be that I have astigmatism or it may be that the editor who wrote up Mr. Gatling's first gun (LIFE, April 15, p. 16) was out on a bender the night

(continued on p. 8)



**MY MASTER Takes No Chances!**

• Don't take chances by letting your dog chew small bones. Feed him Red Heart 3-flavor Dog Biscuits instead. Like bones, they furnish solid nourishment, calcium, vigorous gnawing exercise. Yet unlike small bones, they cannot splinter to cause serious (often fatal) throat, stomach, and intestinal disorders.

This economical, wholesome food helps clean and protect teeth and gums. Made of fresh meat, meat and bone scraps, marrow meat and bone, dry skimmed milk, fresh egg yolk, cereals, malt, and wheat germ. May be fed as a basic diet or with Red Heart Canned Dog Food. Insist on Red Heart Dog Biscuits—heart-shaped or kibbled. 3 flavors—beef, fish, cheese—in every package. John Morrell & Co., General Offices: Ottumwa, Iowa.



**RED HEART THE 3 FLAVOR DOG BISCUITS**

**THIS YEAR - the Perfect Holiday**



Enjoy the long, sunny days in this Vacation Paradise. Safe sandy beaches on sheltered seas, no parching heat, and every opportunity to appreciate your favored recreation at its best. Rates are low and exchange gives you 10 per cent more! No passports are needed, and no border difficulties!

Write today to the  
BRITISH COLUMBIA GOVERNMENT TRAVEL BUREAU  
VICTORIA, B.C., CANADA

**British Columbia**  
THE VACATION-LAND THAT HAS EVERYTHING!



# What would YOU say, Mr. Washington?

— if you could see what is happening today in the country that you fathered? You said: "WHY, by interweaving our destiny with that of any part of Europe, entangle our peace and prosperity in the toils of European ambition, rivalry, interest, humour or caprice?"

We wonder, Mr. Washington, how you would square that with the fact that Mr. Sumner Welles has just retraced the 1914-15 junket of Col. House (and we all know what the aftermath of that one was). How would you like the fact that hundreds of European mouthpieces, propagandists and

agents provocateurs are now openly circulating among us, doing their utmost to get the United States lined up as we lined up in 1917? Such agents are required by the laws of our nation to be registered—but many of them are not.

You spoke of "the secure and tranquil enjoyment of the rights of person and property," Mr. Washington. Does that check with today's wire-tapping by the G-Men? Or with such proposals as the one to put the 1940 Census reports at the disposal of the Federal Bureau of Investigation?



# Mr. Lincoln, what would YOU say?



—if you knew that the states of Georgia, Arkansas, Alabama, and five others are today mocking you and the whole slavery issue? You said: "In giving freedom to the slave we assure freedom to the free." But today there are thousands of debt-slaves in the South, some of them actually in chains, living under more terror, cruelty and lawlessness than existed before the Civil War!

You said, Mr. Lincoln: "Capital is only the fruit of Labor, and could never have existed if Labor had not first existed." It would amaze you to know

what the New York Transport Workers Union and the International Woodworkers Union have been up against, trying to get a living wage.

And although you, Mr. Lincoln, consecrated the brave dead at Gettysburg to "government of the people, by the people"—millions of voting-age American citizens, both white and black, today cannot vote because of a technicality which carefully makes sure that government will not be "by the people."

# What would YOU say, Mr. Roosevelt?

— if you could walk this land again with your trust-busting big stick?

Perhaps you, Mr. Roosevelt, would have something to say about the 20,000 five-and-dime girls who slave behind their counters.

It might surprise you to learn how the monopoly system, which you fought, has now reached out

to embrace even this country's amusements!—baseball, boxing, racing, the movies, to name just four.

We believe, Mr. Roosevelt, that you would agree 100% with the courageous job *Friday* is doing because you went on record as saying that the first essential in dealing with such problems is "knowledge of the facts—publicity."



# Here's what WE say—and Thousands agree!

We, of *Friday* Magazine, are GIVING America this "knowledge of the facts"—this "publicity." We are telling tens of thousands of people, every week, what is going on in this country.

The cases referred to above are just ten of the many that *Friday* has already dragged out into the open. Specific cases, told about in hard-hitting articles that have no patience with weasel-words. And pictured in photographs and drawings that make no attempt to hush-up or prettify.

*Friday* meets a crucial American need today. NOW is the time to safeguard, through knowl-

edge of the facts, the very liberties that MEAN "America." NOW, more than ever, we have come to know what Liberty means. We have seen one democracy after another crushed by brute scheming and brute force.

We, of *Friday*, prophesy no "revolution," no "barricades." But we are firmly convinced that the strength of this nation lies directly in the knowledge that its citizens possess. That only by knowing WHAT factors must be guarded against can America guard against them. And that only by being told and shown these factors can Americans know them.

Thousands of thinking men and women agree with us. More are buying *Friday* at their newsstands every week. Get the latest issue now! More subscriptions for *Friday* are pouring in with every mail. Know what is going on in your country. To make sure of getting it every week, tell us to send you *Friday* for 15 weeks by mailing the coupon below with a dollar bill. Your dollar will be returned if the very first issue doesn't prove that *Friday* is providing the kind of information and honest enlightenment every thinking American has been waiting for! Address: *Friday*, Inc., Dept. L.5, 114 East 32nd St., New York, N. Y.



ON NEWSSTANDS  
10c

THE CENSORS NEVER WORK ON . .

# Friday

The Completely New Kind of Weekly Magazine

**Friday, Inc., Dept. L.5**  
**114 East 32d St., New York, N. Y.**

Send me *Friday*. I enclose one dollar for the next 15 issues (a saving of one-third). If the very first issue does not convince me that I need *Friday* every week, I will tell you so and you agree to refund my dollar at once.

Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_



# MAKES \$50-A-WEEK, yet he protects every stage of his family's future

TODAY HIS PAY CHECKS MEET THE MONTHLY BILLS. And he is setting aside about \$1 a day against the unknown future.



## IF HE DIES

HIS FAMILY WILL GET \$100 EVERY MONTH FOR 20 YEARS—a guaranteed income to pay inescapable expenses until his children are grown.

AFTER THAT, HIS WIFE WILL GET \$10,000 CASH... or a monthly income for her independence all the years she lives.



Copyright 1940 by The Union Central Life Insurance Co.

A SINGLE UNIT OF THE MULTIPLE PROTECTION PLAN produces this large return from a small investment because... it provides money not in a lump sum but in monthly checks as the family needs it... especially during the years when the children are growing up.

The Multiple Protection Plan is adaptable to your family—paying \$50, \$75, \$100, or up to \$1,000 a month, depending on your needs and your budget. It is easy to get complete information on this new plan without obligation. Write to The Union Central Life Insurance Company, Dept. B-14, Cincinnati, Ohio.

## THE UNION CENTRAL LIFE INSURANCE CO.

~ A \$400,000,000 INSTITUTION... FOUNDED IN 1867 ~

## LETTERS TO THE EDITORS

(continued)

before. But, dammit, the "six-barrel gun" only had five barrels.

RINALDO CURCIO

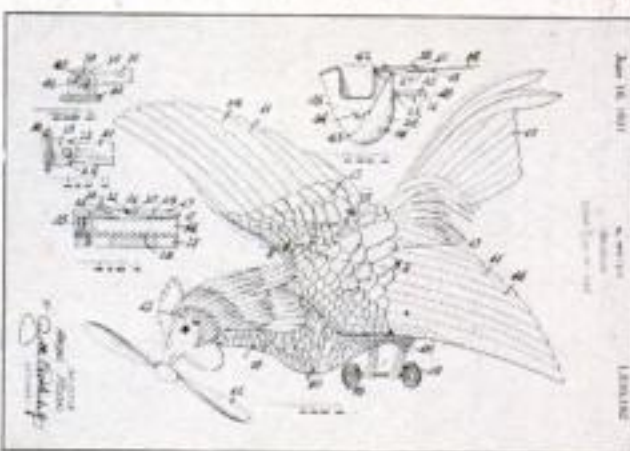
Champaign, Ill.

● LIFE's editor, not Mr. Curcio, had faulty vision. Although Gatling did patent a six-barrel gun, the model shown was for his five-barrel gun. —ED.

### Rooster Plane

Sirs:

The cartoon reproduced on page 52 of LIFE, April 8, brought back to me Patent No. 1,810,182, issued June 1931,



copy of which is enclosed for you to use as you see fit. It reads:

"This invention relates to new and useful improvements in an aeroplane of rooster shape.

"The invention has for an object the provision of a device... simple... dependable... efficient... can be manufactured and sold at a reasonable cost."

LEONARD S. KLEINFELD

Chicago, Ill.

### E. S. P.

Sirs:

Concerning your excellent report on Dr. Rhine's experiments in extra-sensory perception (LIFE, April 15), perhaps your readers would be interested in the results of other experiments in ESP.

A few years ago Mulholland, the magician, devised similar tests with a business machine. In this purely mechanical experiment, conducted entirely without the human factor, the business machine, according to Mulholland, made as extraordinary runs of good guesses as Dr. Rhine's pseudo-psychic pupils do.

HAL G. VERMES

Springfield, Mass.

Sirs:

I marked the squares without looking at the card backs. I mixed the symbols at random to test my "pure luck." I scored 11 out of 25. Telepathy is still bunk as far as I'm concerned.

EVERARD HALL

Chicago, Ill.

Sirs:

I have just completed Dr. Rhine's article on ESP. My score is as follows:

The numbers correct: 1, 2, 3, 4, 5, 8, 12, 15, 18, 21, 23, 24, 25.

Gee, maybe I could practice up and be a mind reader.

JAMES A. CONFER

New Kensington, Pa.

Sirs:

To my amazement, I got 13 signs correct, five of them in a row. Does that make me clairvoyant, or was it probably luck?

JOHN GORHAM

Acworth, Ga.

Sirs:

I guessed only eight out of 25. But in the realm of mental telepathy I have noticed rather unusual phenomena. On innumerable occasions I have gone to the telephone to call up a certain person and have had that person ring me just before lifting the receiver.

J. M. HOILES

Greenville, Ill.

**BONDED CARBONATION MAKES IT MIX LIKE A MILLION**



**CLICQUOT CLUB SPARKLING WATER (SODA)**  
IN FULL, 32-OUNCE QUARTS AND SMALLER SIZES

## HOT DAN THE MUSTARD MAN

THE HOT DOG SERVED WITH **FRENCH'S** WINS! IT'S SURE TO TASTE LIKE MORE THIS **MUSTARD** SMOOTH AND GOLDEN IS HAILED FROM SHORE TO SHORE



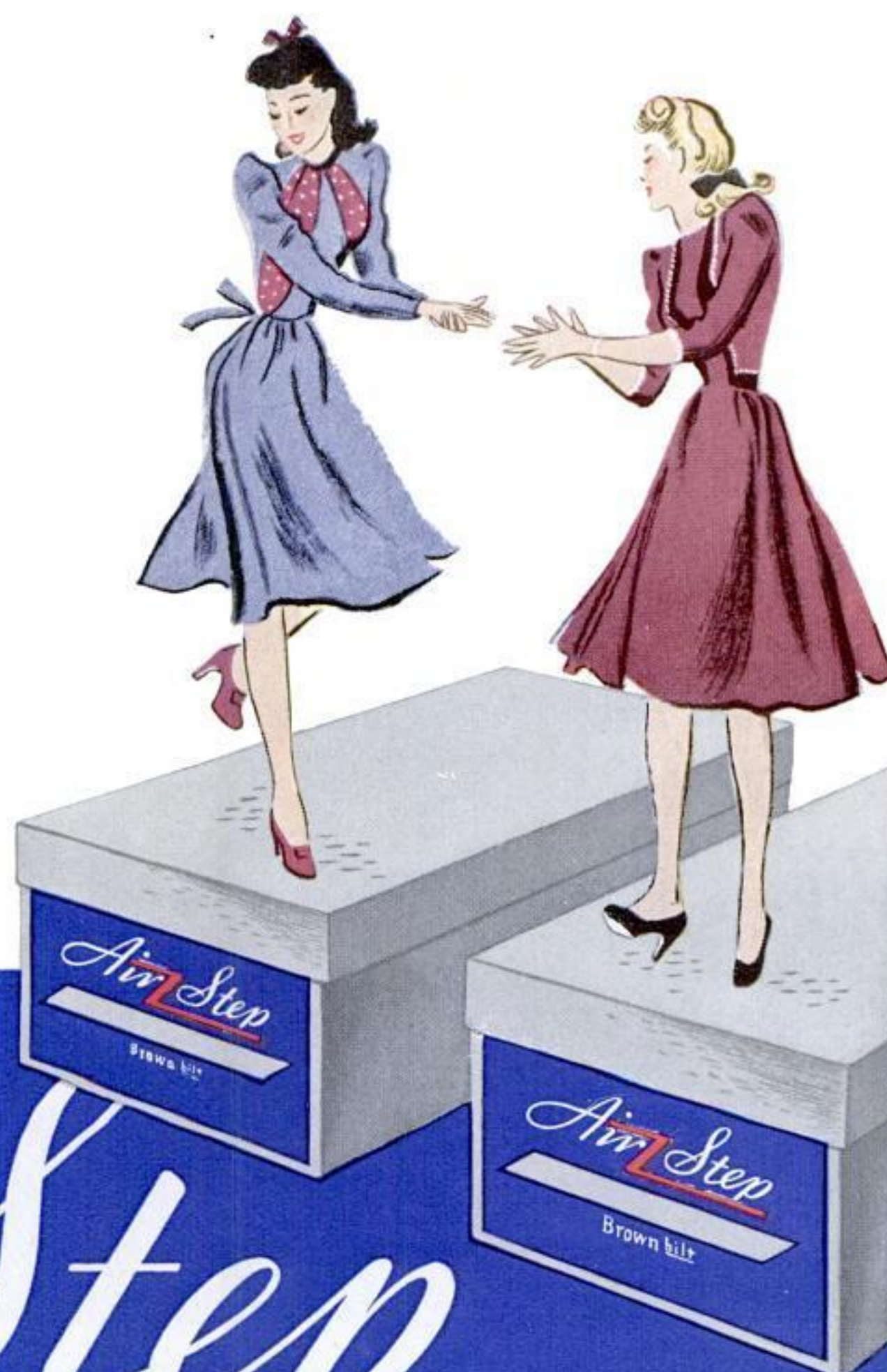
**Creamier — Smoother Millions Prefer it!**

Find out what a difference the *right* mustard makes! Taste a sizzling hot dog spread with golden, spicy French's. A real flavor thrill!

**LARGEST SELLING PREPARED MUSTARD IN U. S. A. TODAY**



Ann  
wants snappy feet  
Nan  
wants happy feet  
You get both in—



# Air Step

THE SHOE WITH THE MAGIC SOLE



STARR—a graceful summer sandal with smart cut-out toe



TRIPOLI—new Lastex drape in a classic spectator pump



RITZ—prism-shaped cut-outs in new opened-up heel



DALLAS—new tie-pin-point perforations for summer lightness



MARLENE—"dressey" U-throat spectator on walled last

MEG—day-in, day-out appeal in low-heeled, Lastex pump

When you walk barefoot on grass, you walk as Nature intended. Feet are cushioned just enough to pad along lightly on soft ground.

But today your feet walk on hard pavements. Every step is a bang—and every bang a shock. At the end of the day you are tired from the soles of your feet to the top of your head.

Air Step Shoes do something about this. They supply the cushion for feet that Nature forgot.

The Magic Sole is a hidden, designed-in construction in a light, feminine-and-smart shoe. A cushion of tiny air cells that absorbs the jolts, smooths the bumps and soothes your nerves. You need to rest less because your feet rest more. See the new Air Steps at your dealer's. If you don't know the name of the store that carries them, write BROWN SHOE COMPANY, St. Louis.



Would you dare step on a pebble in your present shoes? We dare you to take the Pebble Test at your Air Step store. You'll see how the Magic Sole absorbs shock—keeps you "Fresh at Five."

**\$6.00**  
Some Styles Slightly Higher



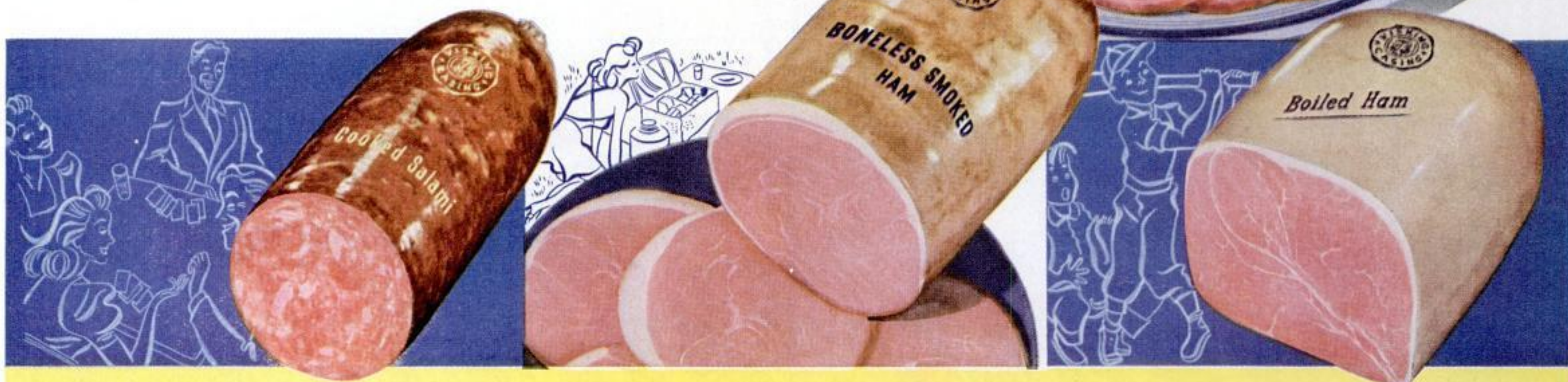
NOW • Ready for every occasion...

## THESE 9 DELICIOUS PREPARED MEATS

*packed in clear, sparkling*

## "VISKING" CASINGS

*by your favorite meat packer or sausage maker*



**1 COOKED SALAMI** in flavor-guarding "VISKING" casings. This delicious, spicy, prepared meat adds zest to cold cuts or canapes. And so, it's easy to serve.

**2 BONELESS SMOKED HAM** in "VISKING" casings has a delightful tenderness and flavor. A real life-saver when friends drop in unexpectedly and for quick meals.

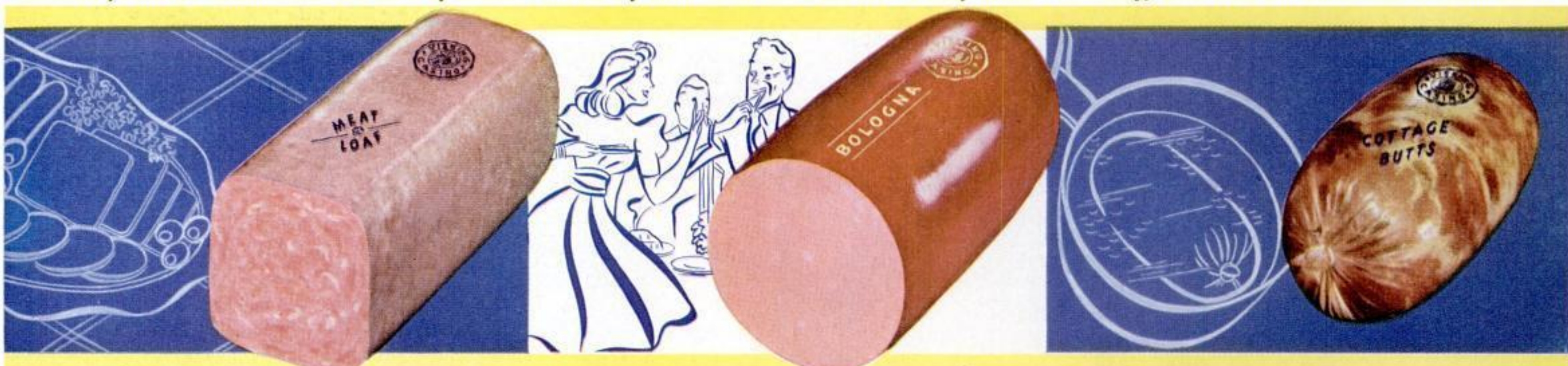
**3 BOILED HAM** in crystal-clear "VISKING" casings that seal in all the flavor. Be sure to ask for your favorite brand, now more delicious than ever.



**4 CANADIAN STYLE BACON** in clear, sanitary "VISKING" casings hits a new high in flavor for breakfast, lunch or dinner treats. Ask for it by brand.

**5 SKINLESS FRANKFURTERS**... naturally tender, without a trace of skin. You sink your teeth right into the savory meat itself. It's America's weekly meal!

**6 PRESSED HAM** in bright, clean "VISKING" casings. No luncheon, indoors or out, is complete without this tasty, meat treat for sandwiches or with salad.



**7 MEAT LOAF** in bright, clear "VISKING" casings... for a cold supper on a hot day, serve this delicious meat loaf with salad and iced tea or coffee.

**8 BOLOGNA** in sparkling "VISKING" casings. Whether it's served alone or in combination with other cold cuts, bologna adds a delightful zest to any meal!

**9 COTTAGE BUTTS** in flavor-guarding "VISKING" casings... extra tenderness and a new taste thrill when cooked in the "VISKING" casing. It seals the flavor inside.

ASK FOR YOUR FAVORITE BRAND

AT YOUR NEIGHBORHOOD MARKET

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"VISKING" is a registered trade mark



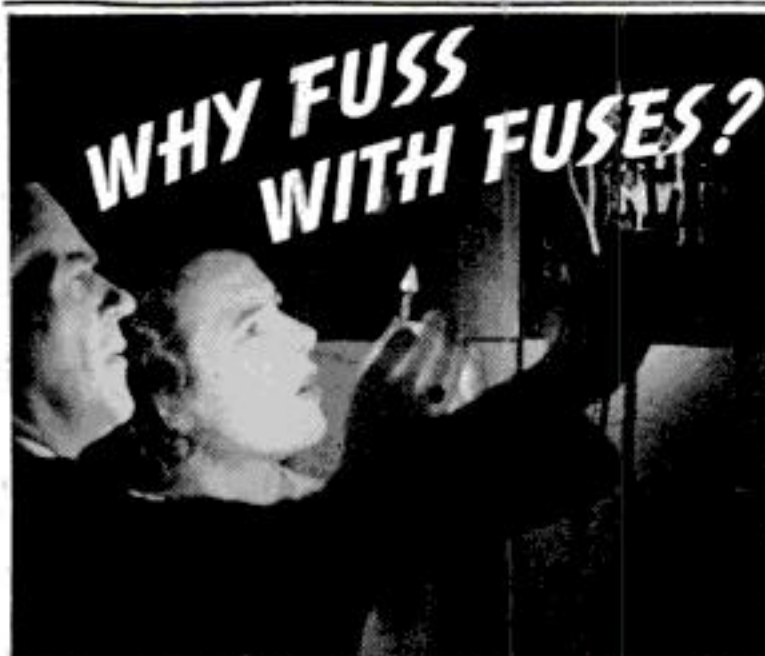
THE VISKING CORPORATION • 6733 WEST 65TH STREET • CHICAGO, ILLINOIS





## Busy Business Woman famous for delicious "Salad Bowl" suppers, says...

WHY SHOULD ANYONE  
BOTHR TO MAKE FRENCH  
DRESSING AT HOME? I USE  
THIS **REAL FRENCH DRESSING**  
MADE WITH  
"FRESH-PRESS"  
SALAD OIL.  
IT TASTES  
**FRESHER** THAN  
HOME-MADE!



## Save time, trouble and expense with a Cutler-Hammer Multi-Breaker

Why tolerate the blown fuse nuisance any longer? Why hunt fuses in the dark... or break off in the midst of preparing a meal to go to the store for the new fuses you forgot to buy? Why stumble down dark cellar stairs and fumble in the old fuse-box wondering what to do? The Cutler-Hammer Multi-Breaker ends this annoyance forever. It is installed in the kitchen or any other convenient place. And when service goes off, all you do is reset a tiny lever that has snapped out of position. Nothing to buy... nothing to replace! Service is restored in the twinkling of an eye... even by a child! The average new home can have this modern and safe protection for less than \$5.00 additional. Also easily installed in old homes. How much will it cost you? What are all the facts? Write today for our free booklet "Goodbye to Fuses." CUTLER-HAMMER, Inc., Pioneer Electrical Manufacturers, 1394 St. Paul Ave., Milwaukee, Wis.



**FREE BOOKLET**—Tells facts about new, better home electrical protection. Write TODAY for your copy.

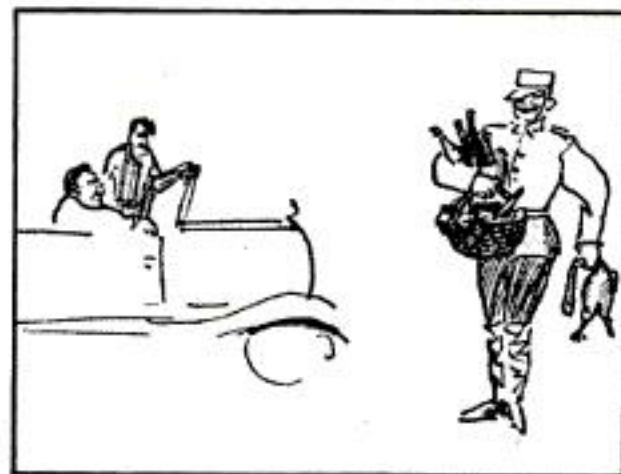
## FROM LIFE'S CORRESPONDENTS

### Anti-Nazi Jokes

London

England is laughing over Count Alfred Hesse's *The Joke's on Hitler*\*, a recently published collection of anti-Nazi stories circulating surreptitiously in Germany. Hesse, scion of the family of the German Grand Duke of Hesse, is a Hungarian subject who collects these underground murmurings as a hobby. The following are some of them, with drawings by "Spitz":

Hitler went for a drive in his car. Goering, who is a very fast driver, sat at the wheel. As they were speeding along the high-road Goering stepped



on the brakes. In their mad speed they had killed a dog.

"You had better rap at the door of that house and apologize," said Hitler to one of his bodyguard.

After a few moments the storm-trooper came back, his two arms laden with parcels of delicacies and bottles of choice wine and brandy.

"Where did you get that from?" asked Hitler in surprise.

"I rapped at the door of that house, my Führer. A man opened the door. 'Heil Hitler! The dog is dead!' I said as I stepped in. 'Good gracious,' exclaimed the man, 'what great news! Take this to celebrate it.'"

Travelling by train from Amsterdam to Cologne, a Dutchman crossed the German frontier.

The German conductor stepped in,



and asked for the tickets, shouted: "Heil Hitler!"

The traveller gave no reply.

"Didn't you hear what I said?" cried the conductor angrily. "I said 'Heil Hitler!' Why don't you reply?"

"Because I am a Dutchman," said the traveller calmly, smoking his pipe.

"Be careful what you say!" exclaimed the German. "Our Hitler may come to Holland sooner than you think."

\*© J. N. DENT & SONS LTD., LONDON, 1931

(continued on p. 12)

# YOU WOULDN'T BUY A 1905 PHONOGRAPH



## But Do You Shave with a Razor Invented Before 1900?

The first successful safety razors came on the scene about 1900—40 years ago. Since that time few really important advancements were made in razor design until the invention of the Schick magazine-type razor. Improvements in that product resulted in the Schick Injector Razor. Already, more than 5,000,000 men have switched to this up-to-date shaving instrument.

### THE GREATEST IMPROVEMENTS IN SAFETY RAZOR DESIGN IN MORE THAN 35 YEARS ARE FOUND IN THE SCHICK INJECTOR RAZOR.



### The "POPULARITY" KIT \$1.00

Smart, pigskin-grain case contains Schick Injector Razor and Injector cartridge of 12 double-thick Schick Blades. 20-year razor guarantee stamped in bottom of every Kit. Magazine Repeating Razor Company, Bridgeport, Conn. and Niagara Falls, Ont.

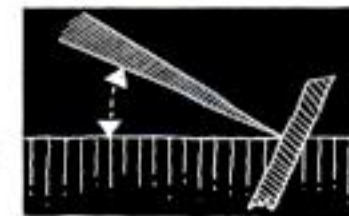
Same prices now prevail in Canada



**1. Blade Corner Guards**... among the most important contributions to safer shaving are Schick Injector's corner guards which shield your face against nicks and scratches from sharp blade corners.



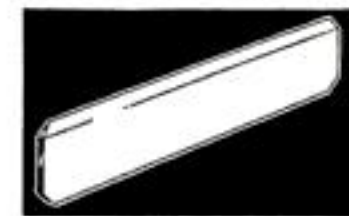
**2. Solid Guide Bar**... Schick Injector perfected solid "toothless" guide bar to control skin "action" in front of blade edge; avoids nicks, scratches by flattening skin. You can even shave against the grain.



**3. Shaving Angle**... With the Schick Injector, the angle between the blade and face is the smallest of any popular razor. Just right for the average man's whiskers.



**4. Compact Head**... Schick Injector also has the smallest head of any popular razor. Half as deep, but shaves just as wide an area; gets into hard to shave spots with ease.



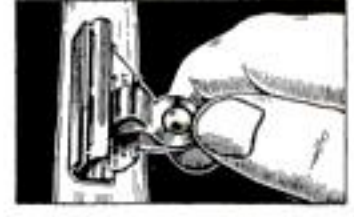
**5. Double Thick Blades**... Schick Blades are just as long and twice as thick as ordinary blades—3 times thicker than wafer-thin ones. They are able to take a really thorough sharpening at the factory!



**6. Oil-Sealed Blades**... Schick Blades are sealed in this metal Injector cartridge in a bath of oil. Keen edges suspended in space. Nothing can rub or dull them. You buy blades 20 or 12 at a time.



**7. Automatic Blade Change**... A pull and push on Injector shoots out old blade, slides in fresh one instantly. Nothing to take apart. Nothing to reassemble.



**8. Instant Cleaning**... Nothing to take apart when you clean this razor. A quick flush under faucet does trick. No "teeth" to clog up. No wiping necessary.

Fast becoming America's most popular razor!



Every house needs  
**Westinghouse**



**"A JOB TO WASH BLANKETS?  
OF COURSE NOT!"**

"ONE TRIP THROUGH MY WESTINGHOUSE  
★ SELECT-O-PRESS WRINGER AND THEY'RE MORE THAN HALF DRY"



**1 "They can't wash too long..."**  
The ★Time Dial watches my blankets like a hawk; protects them from harsh nap, due to overwashing. I just set it to 'woolens' and go about my business. It turns off the current... automatically...right on the dot."

#### Clean as a whistle!

The Westinghouse turbulator forces the soapy water through the clothes, until they're spotlessly clean. It's gentle as a lamb on the clothes, but it gets them thoroughly clean.

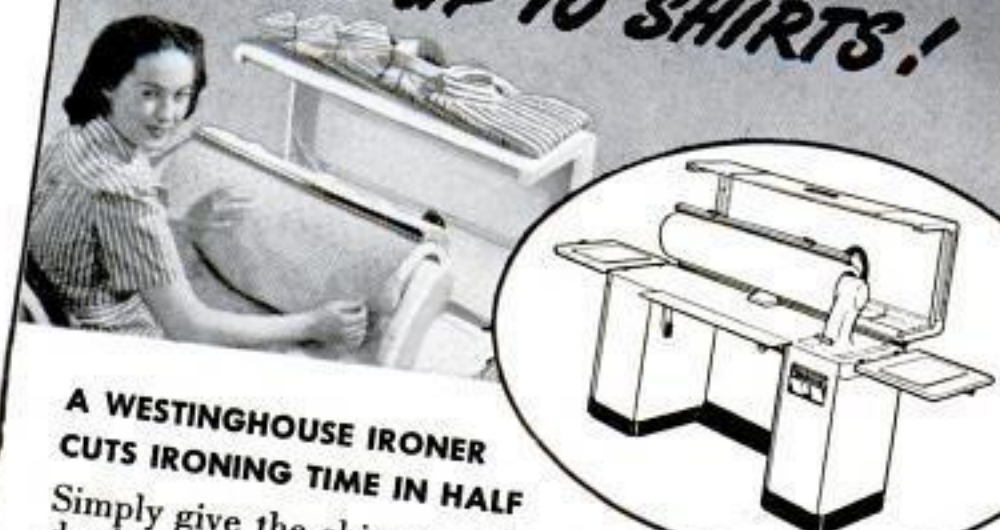


★ One of the famous 5 star features of the Westinghouse Emperor Washer. Ask for a demonstration of all these features at your Westinghouse dealer's.  
Easy payment plans

**2 "They're so easy to handle."**  
I don't lift a ton of water when I hang blankets damp-dried by a Westinghouse. Perfect damp-drying pressure is guaranteed for everything. Just flick the ★Select-o-Press lever on the wringer to one of its 3 settings."

**3 "No wrung-in wrinkles."**  
It doesn't worry me if I feed in blankets so fast I bunch them up. Nor ruin their good looks! I simply press the ★Touch-Bar Release. Pressure relaxes; rolls stop instantly. Result: No ugly wrung-in creases."

**I'm not a bit tired after  
DOING UP 10 SHIRTS!**



**A WESTINGHOUSE IRONER  
CUTS IRONING TIME IN HALF**

Simply give the shirt a guiding hand, and let the ironer do the hard work. The to and fro motion of the roll puts on an elegant finish. As for speed—owners testify they average 6 minutes to a shirt. Ask your Westinghouse dealer for free home trial.

**SEND FOR FREE BOOK OF WASHDAY SHORT CUTS**  
The kind of book you'll use year after year. Includes a tested stain removing chart and drudgery-free methods of laundering everything from fine fabrics to feather pillows. Write today to Westinghouse Electric & Manufacturing Company, Mansfield, Ohio, Dept. 29.  
**WESTINGHOUSE EMPEROR IRONER**

**Westinghouse  
WASHERS • IRONERS**

Tune in on Westinghouse "Musical Americana" every Thursday evening—N.B.C. Blue Network

## FROM LIFE'S CORRESPONDENTS

(continued)

"Quite possibly," replied the Dutchman, "the Kaiser is already there."

Hitler one day asked Goering to take him out in a rowing-boat on the Chiemsee. The field-marshal took the oars and rowed out, with Hitler perched on the seat opposite.

"Don't you think we have gone far enough," asked Goering, after ten minutes of unaccustomed labour.

"Can we be seen from the shore?" asked Hitler.

"Yes, certainly," replied Goering.

"Farther out, then!" ordered Hitler.

After another half-hour of rowing Goering again suggested a pause.

"Can we still be seen from the shore?" asked the Führer.



"I think they can just see us," replied Goering.

"Still farther, then!" snapped Hitler.

Perspiring and swearing freely, Goering took up the oars again.

After another half-hour Hitler commanded him to stop.

"Can we be seen from the shore now?" he asked.

"Oh, no, certainly not," said the weary Hermann.

"Very well, then," said Hitler, "I am going to try this trick of walking on the water."

At the most recent vote of "confidence," Hitler and his policy were supported by 98.9 per cent of the German nation.

A favourite German comedian addressed his audience thus:

"Ladies and gentlemen. I have just returned from a tour in which I visited every town in Germany, and, strange to relate, everywhere I went I continued to meet that 1.1 per cent."

It was Good Friday.

Hitler telephoned to Mussolini.

"Anything to report?" he asked.

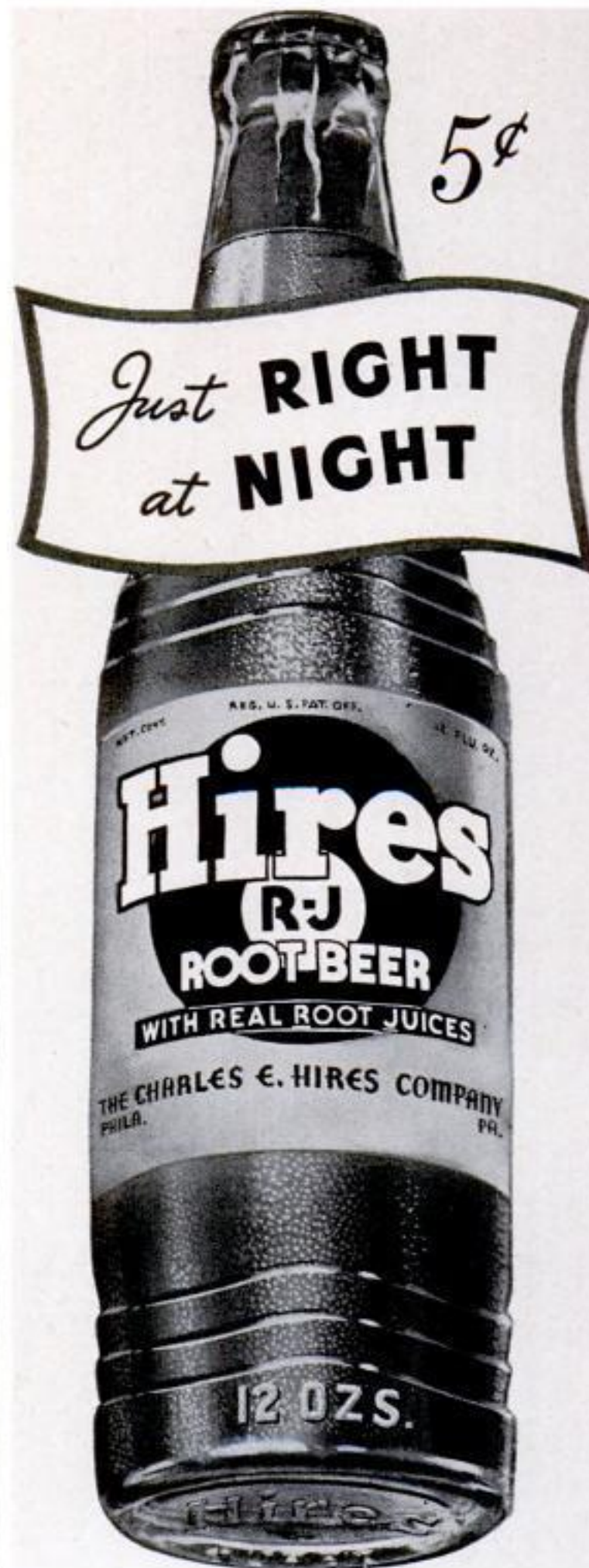


"Yes, Adolf, the Italian troops have occupied Albania."

"Albania?"

"Yes, Adolf," replied Mussolini.

"Heavens!" roared Hitler, "I said Rumania."



**OTIS**  
SHIRTS and SHORTS

Modern, supporting Otis knit shorts with plenty of elasticity for comfort, worn with Otis knit shirts, will give you the maximum of everyday coolness and comfort.



Otis woven shorts are full cut for comfort. Made with Grippers or buttons, elastic sides, or adjustable backs. And of course, you will want to wear Otis athletic shirts.

**OTIS**  
MODERN UNDERWEAR  
FOR HEALTH AND COMFORT  
In All Price Ranges



Otis Underwear, 57 Worth St., New York

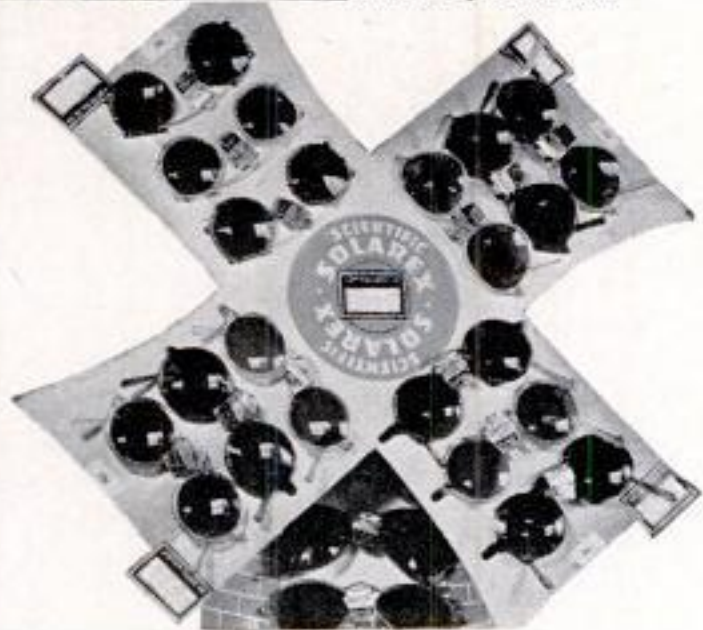


# SOLAREX

## SCIENTIFIC SUN GLASSES



**SMART... and SAFE**  
Two-handed Grip on Wheel  
...Dangerous Sun Glare Filtered Out... Eyes Relaxed  
...Free from Fatigue...not Strained, Bloodshot.



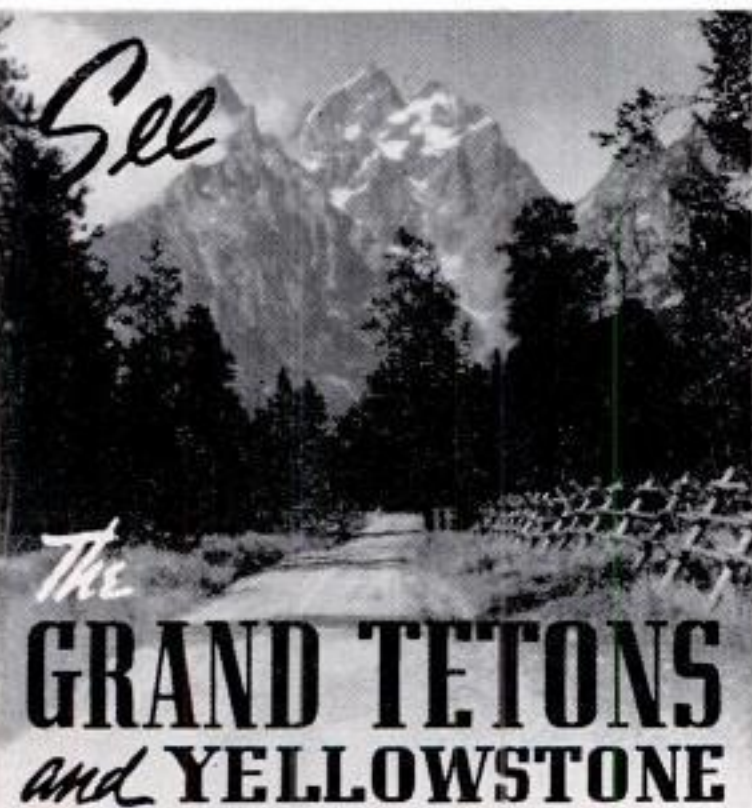
For Men, Women and Children... 39c, 49c, 59c...  
Look for the SOLAREX Displays at Sun Glass Counters

# SUPER SOLAREX

Perfect Ophthalmic Lenses,  
Finest Quality Made...  
Retain Natural Outdoor  
Colors... \$1.75, \$2, \$2.25



**BACHMANN BROS., INC., EST. 1833**  
1420 EAST ERIE AVENUE, PHILADELPHIA



**See The GRAND TETONS and YELLOWSTONE**  
★ ENJOY the stunning glory of sky-piercing mountains, the awe-inspiring grandeur of spouting geysers, the limpid beauty of cloud-reflecting lakes. Ride, hike, camp out—live the life of the old West, far away from the city's hubbub. See Indians, cowboys and wild animals. Photograph wild moose, bear, elk. Wyoming is a wonderland you'll love—and it's easy to reach over perfect paved roads that take you into the very HEART of the old West. Send coupon today for details.

**Fish** Wyoming streams are alive with SIX varieties of luscious, fighting trout! BIG ones! You can reach them by auto—or fish virgin waters by pack trip.

**in wonderful WYOMING**

**DEPARTMENT OF COMMERCE & INDUSTRY**  
Geo. Houser, Exec. Mgr., 609 Capitol Bldg., Cheyenne  
Kindly send me free information as checked below:

☐ Rodeos, Frontier Celebrations and Outdoor Shows  
☐ Dude Ranches and Resorts ☐ Indian Sun Dances  
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ADDRESS \_\_\_\_\_

## FROM LIFE'S CORRESPONDENTS

(continued)

Ration cards in Germany are of the utmost value, as may be seen from the following recipe:

"Take your meat ration card and fry it nicely in a mixture of your egg, flour, and fat cards. Use coal card for fuel. Serve with steamed vegetable card and baked potato card. Dilute coffee card with milk card. Gourmets like to dissolve their sugar card in the above. After your hearty meal have a wash by means of your soap card and wipe your hands on the rest of your ration cards. Guten Appetit!"

A comedian in Cologne was telling his audience about Dachau, the concentration camp.

"It is like a fortress," he said, "surrounded by barbed-wire entanglements, with a moat around it, live wire, protected by machine-guns and heavily armed sentries, and yet—it's funny, isn't it—I managed to get in!"

JEFFREY MARK

"Mister King"

London

So much credit has been given to the brilliant efficiency of the Nazi invasion of Norway that it is not perhaps realized that it was only made possible by the complementary trustfulness and naiveté of the Norwegians. Perhaps the following reminiscences of King Haakon, extracted from a letter I've just received from Alfred Joachim Fischer, German-born refugee correspondent for the Stavanger *Aftenblad*, will give some flavour to this:

"How well I remember a little scene in front of Oslo's Royal Theatre. A furious snowstorm is raging. Unexpectedly the royal car stopped in front of the main porch. Quickly the Monarch's tall figure emerged. The enthusiastic theater public made room for him, but King Haakon warded them off, saying: 'I'll wait at the box office just the same as everybody else until it's my turn. Let everybody hurry and look after themselves so as not to catch flu in this terrible weather.'

"During one trip to visit the Crown Prince the royal sledge was damaged and King Haakon and the late Queen Maud finished the journey in a peasant's cart. On their arrival the Queen embraced her daughter-in-law, saying: 'We've been sitting on boxes of margarine for the last six hours. I hope it hasn't harmed the margarine.' Often the King would hurry on foot from his palace to the tram or underground with his skates under his arm. 'Mister King' the people called him, for those good people of Oslo were always confused about monarchy and republicanism. In 1938 I talked to a Norwegian workman, a Socialist and a supporter of the Government Party. He said he'd prefer republican to monarchical political constitution, but when I asked whom he'd nominate for the presidency his immediate reply was: 'Why who else but our good Crown Prince?'"

JEFFREY MARK

## How's your "Pep Appeal"?

—by Williamson



Mrs.: But George! No magazine would buy that!



Mrs.: It hasn't any "oomph"—any pep appeal. And neither have you! I know what's the matter. You haven't been eating right. You're not getting all your *vitamins*. And we're turning over a new leaf this very minute!



Mrs.: Lesson No. 1, my languid maestro! Right in that crunchy cereal you're tasting—appropriately called KELLOGG'S PEP—are extra-rich sources of *two* of the most important vitamins, B<sub>1</sub> and D.

Mr.: Say! Why don't people *tell* me about these things? PEP is delicious!



Mr.: And now, my dear, that I'm on the road to vitamins—just watch me become the "pep appeal" boy! Why, I'll put girls on the magazine covers the like of which have never been seen in this or any other age!

Mrs.: Well—where there's pep there's hope!

## Vitamins for pep! Kellogg's Pep for vitamins!

Pep contains per serving: 4/5 to 1/5 the minimum daily need of vitamin B<sub>1</sub>, according to age; 1/2 the daily need of vitamin D. For sources of other vitamins, see the Pep package.

MADE BY KELLOGG'S IN BATTLE CREEK

COPYRIGHT, 1940, BY KELLOGG COMPANY



# SPEAKING OF PICTURES . . .

## . . . THESE PUT SUSIE AMONG THE CAT IMMORTALS

Susie is the perky little pussycat below. She is two months old and belongs to Angelo Cigna of Avenue A, New York City. Because of this picture, Susie now also belongs to the ages.

The picture was taken at the Boys Club of New York pet show on April 18. When Leo Lieb of the *Daily Mirror* arrived at the show, he found dogs and cats in separate rooms. A man of ideas, Photog-

rapher Lieb sat Susie between two dejected puppies. At first Susie was also dejected (*right*). Then she felt better. Then she miaowed. And as she miaowed, Mr. Lieb took the classic picture below.

Susie was in next day's *Mirror* and that tabloid was scarcely out before cat lovers were besieging its office with demands for Susie's picture. In self-defense, the *Mirror* set up a special Susie Depart-

ment to sell prints at 50¢ each. In five days, 20,000 were sold. No photograph ever taken has ever sold a tenth so many in so short a time.

Now Susie has a firm place among the cat immortals because great cat pictures are rare and never forgotten. On page 17 are more interesting cat shots, taken from Ida Mellen's fascinating new book, *The Science and the Mystery of the Cat* (Scribners, \$2.75).







SUSIE SAT BETWEEN TWO DOWNCAST PUPPIES, JACK AND JILL, AND HUNG HER HEAD



SUSIE RECOVERED HER SELF-CONFIDENCE WHEN ADJUDGED SHOW'S TINIEST PET





# The Smythes & the Smiths... they both love luxury!



## Meet the Smythes

THEIR BEDROOM COST \$4,800

The Smythes can afford the finest of everything and they've got it.

The man who decorated this bedroom for them is famous... and he was instructed to "hang the expense!" Mr. and Mrs. Smythe, of course, sleep on nothing but petal-smooth, luxurious percale sheets.

## Meet the Smiths

THEIR BEDROOM COST \$189.75

The Smiths' bedroom is charming and gay and they both love it.

They picked everything in it themselves and they stuck to their budget. Mr. and Mrs. Smith, too, know the joy of tucking petal-smooth percale sheets under their chins each night... for Cannon is now making Percale Sheets that cost just about the same as heavy-duty muslin!

### HERE'S LUXURY THAT'S ECONOMY!

Wear and to spare! Even hard, everyday, family use won't faze Cannon Percale Sheets. They're woven so firmly and closely that actual laundry tests have proved they'll take four years' washings and still be strong and snowy!

And Cannon Percale Sheets are much lighter than heavy-duty muslin. You can save as much as \$3.25 a year for each bed if you send your laundry out at pound rates. And that lightness is a blessing if you do your own laundry, too.

Why wait any longer for this smooth luxury? Buy Cannon Percale today.



**Cannon**  
**PERCALE SHEETS**

MADE BY THE MAKERS  
OF CANNON TOWELS \$1.49



"YOU DON'T HAVE TO BE RICH TO SLEEP ON CANNON PERCALE!"

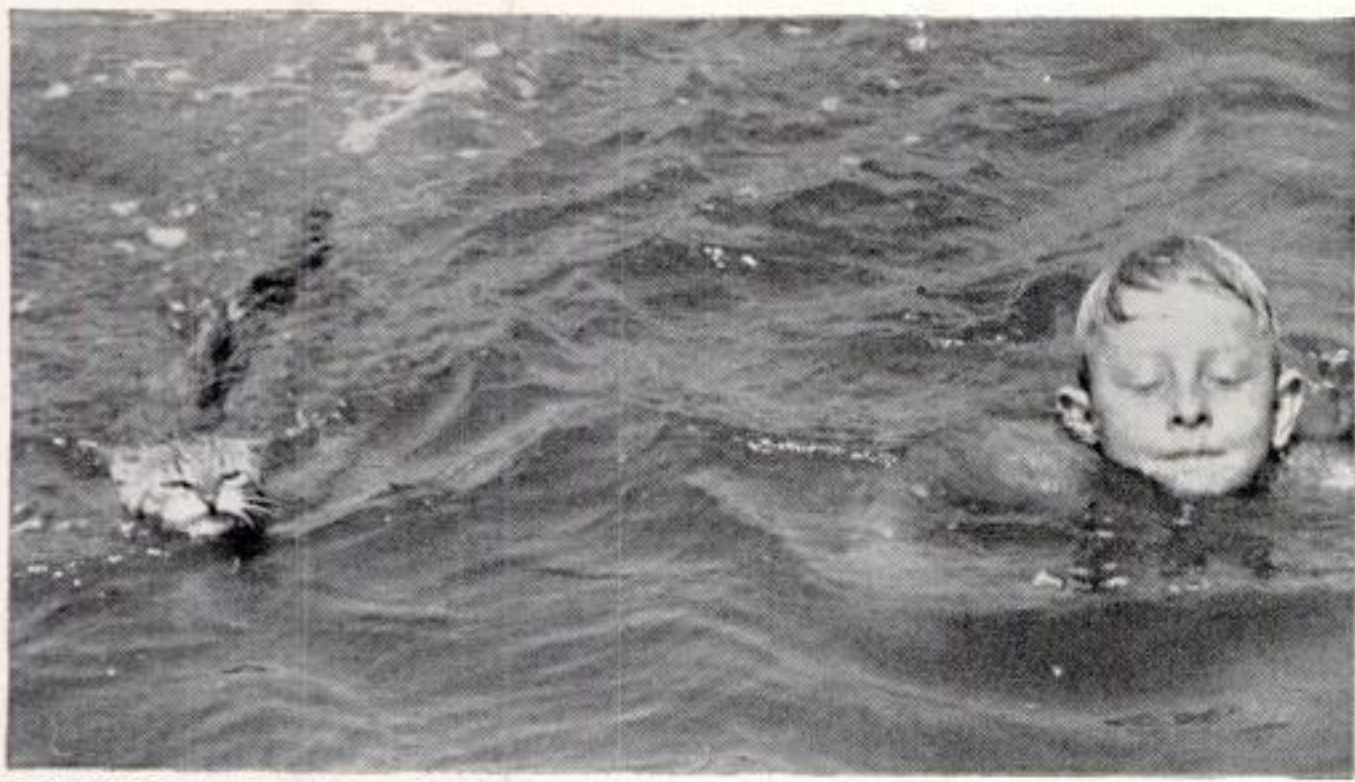
Cannon Muslin Sheets are another superior value. They sell for about a dollar... an outstanding product at a low price.

Have you tried CANNON HOSIERY? Sheer... lovely... and better made to cut down "mystery runs"! Ask for them at your favorite store.



# SPEAKING OF PICTURES

(continued)



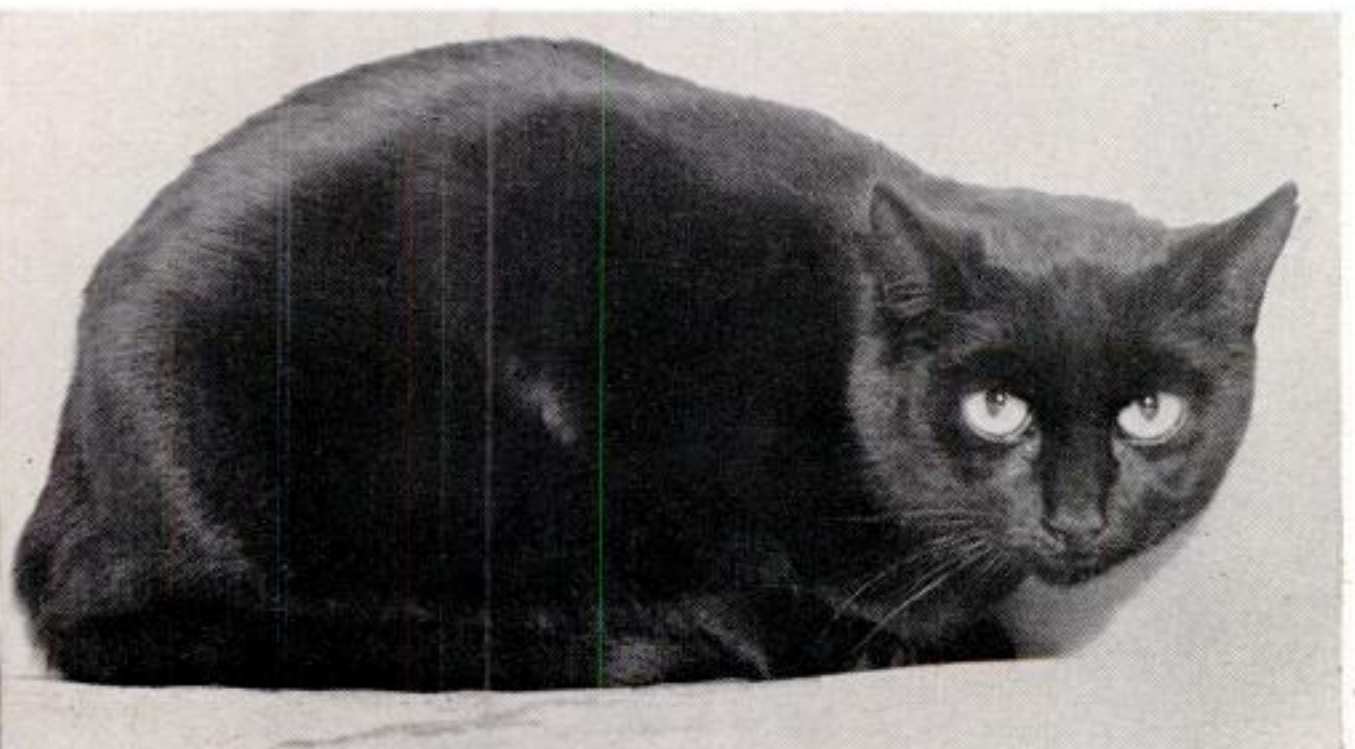
**Tommy the swimming cat** went bathing regularly with his owner. Many cats love water, hangover from their wild days. Some oriental cats go fishing for their food.



**The mouser** is a fine friend of the farmer, killing rodents and frightening them away. City cats do not usually eat their catch but country cats almost always do.



**Baby the pampered cat** was owned by a childless woman who dressed her cat in baby clothes, put a bonnet on her when she went out. Baby never learned to walk.



**Lilly the lucky cat** was left \$5,000 by owner, Annie Hansche of Sacramento, when Miss Hansche died in 1938. Lilly lives in luxury on an allowance of \$50 a month.

## The little man who wasn't <sup>more than half</sup> there [ WAS THIS YOU? ]



1. **Today**, don't expect too much of Mr. Moon—He got up feeling headachy, logy. He did what you or I would have done—he took a laxative—but he took a *slow-acting* one.

2. **At Noon**, he's still only half-there. Looks like Mr. Moon may be only half-there most of the day.



*But...*



1. **Witness Mr. Zepp**. He, too, woke up feeling headachy, logy. He, too, took a laxative, but a *quick-acting* one.

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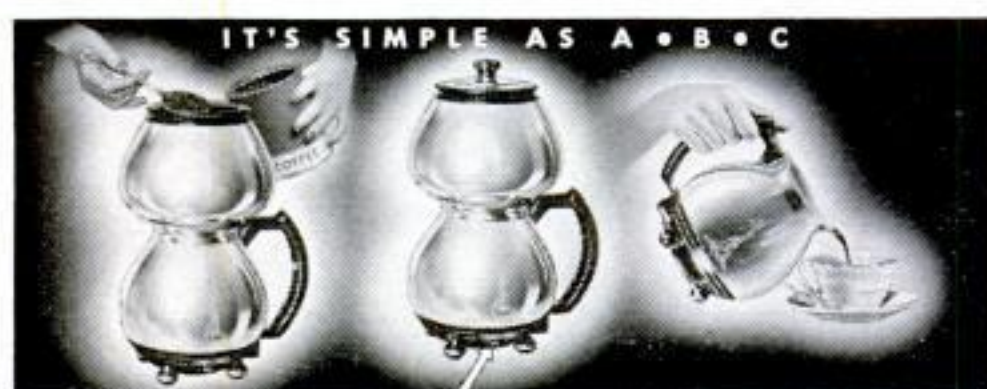


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## LIFE'S PICTURES



Leo Lieb is the ingenious New York *Daily Mirror* photographer who immortalized "Susie" (pp. 14-15) by persuading her to smile. She posed dully for dozens of pictures, he tells, finally "sat back on her little legs and let out a miaow." When he saw her picture in the paper next morning he realized he had caught, not a miaow, but "a big, hearty laugh." Incredulous readers may doubt that Susie is laughing, but they cannot deny that she is Puss of the Year. Mr. Lieb, who is 30 and married, is a graduate of New York University, has been a news photographer eleven years. He likes cats but is fonder of his magnificent Irish setter, "Ginger." To get Susie's genial grin he used a Speed Graphic at F.16; speed 1/100th sec.

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46, 48—T. KORLING  
49 through 56—EISENSTADT-PIX  
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62, 63—HART PRESTON  
64, 65, 66, 67—HANSEL MIETH  
68—HANSEL MIETH—GEO. E. MEYERS  
71—HANSEL MIETH exc. bot. lt. PETER STACKPOLE  
72, 74—G. E. RICHARDSON for PARAMOUNT  
77—GEORGE STROCK  
78—T. EVAN SMITH—bot. MACJULIAN  
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89—P. I., RAPHAEL KIRCHNER from "LONDON SKETCH" (4)—MERLIN from "LONDON SKETCH"  
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Leland Stowe

# How America got the news of Norway's Benedict Arnolds

ON MONDAY EVENING, April 8, Leland Stowe—correspondent for the Chicago Daily News and its syndicate—sat in Oslo's Grand Hotel talking idly about Europe's dormant war.

No guns rumbled nearer than the Sylt. The good burghers of Oslo were safe in their beds.

► At half past midnight the city heard the raucous bellowing of air raid sirens. And at 7:45 the next morning, Stowe and his colleagues, Edmund Stevens of the Christian Science Monitor and Warren Irvin of N. B. C., watched Nazi bombers roar over the trim Norwegian housetops. Not in sky-darkening swarms, but by twos and threes. No bombs fell. Scarcely a shot was fired.

► By 2 in the afternoon, the incredible had happened. The tramp of Nazi boots was echoing through Oslo streets. The conquerors, marching by threes, made the thin gray column look longer. People gaped like yokels on the Fourth of July at the spectacle of 1500 Germans taking possession of a city of 256,000—a handful of invaders so sure of easy conquest that they had a brass band!

Was this an instance of awesome Nazi might? ...of a little neutral's pathetic unpreparedness? To the keen mind of Leland Stowe, sharpened by experience with European intrigue, familiar with Oslo's defenses, the thing didn't make sense.

► Stowe got busy, and began to pick up the pieces of the most fantastic story of the war. A story of a small but potent Norwegian war fleet in the harbor whose crews had been deliberately ordered ashore. A story of fortresses and anti-aircraft batteries that didn't fire, or fired startlingly wide of the mark. A story of mines whose electrical controls had been disconnected. A story of a free people infested with spies who could never have crept into key positions without the aid of traitors.

► Chauffeured by a fair compatriot with a smiling comeback to German gallantries, Stowe escaped to Stockholm and gave the world the news of Norway's gigantic inside job. Another beat by the reporter who won the Pulitzer Prize in 1930 ... the 40-year-old man who was told by a New York paper last fall that he was "too old to cover a war."

\* \* \*

Take a poll among newsmen for ace correspondent of World War II, and Leland Stowe's name would probably top the list. But there would be runners-up ...

► Lochner of AP and Oechsner of UP, covering Berlin. Walter Kerr of the N. Y. Herald Tribune. Columbia Broadcasting's Ed Murrow in London. Otto Tolischus of the N. Y. Times. Frank R. Kent, Jr., of the Baltimore Sun. Young Bill White of Emporia, Kansas, doing the old man proud in Germany and Finland.

Yet no one man, not Richard Harding Davis himself, could cover the present war. For total war means total reporting—and total reporting means manpower. All told, it takes 10,000 men to report the holocaust in Europe.

The economic front is everywhere and all news-



... into Oslo led by a band

Radiophoto

men help to cover it. The correspondent in the dug-out, noticing how the men are fed and clothed. The man in the capital gathering facts on production. The traveling thinkman with eye peeled for slow-down or sabotage. The editors or bureau heads who fit the jigsaw puzzle together.

Then there is the diplomatic front, a labyrinth where only the most experienced can find their way around. And the propaganda front, an area that takes the shrewdest kind of reporting.

► The din of battle is just an incident in this war. It is the touch of red with which a painter brightens a somber canvas. It means something only when seen against the rest of the picture.

Just the same, we all love red, so the newsmen go through hell and high water to give it to us. And a whole long year ago, TIME, the Weekly Newsmagazine, began to paint the background that would give those flaming stories meaning—in Back-

ground for War, TIME's famous panorama of Europe on the brink.

► In every new issue, TIME changes and illuminates the shadows behind the crackling, red-hot stories of the week. Stories from TIME's own big and growing foreign staff, from the Associated Press, of which TIME is a member, from the ace correspondents (with enthusiastic credit).

TIME gives the total coverage that total war demands. TIME unravels the economic and diplomatic snarl. TIME reconciles conflicting stories—weighs one against the other, knows the sources and the mental slant of each reporter, comes up with the composite, clarified answer.

► No man knows where the next explosion will be and neither does TIME ... But TIME knows and tells where the TNT is stored.

It's important to know where we are in this war. TIME shows you both the woods and the trees.

This is one of a series of advertisements in which the Editors of TIME hope to give all the readers of LIFE a clearer picture of the world of news-gathering, news-writing, and news-reading—and the part TIME plays in helping you to grasp, measure, and use the history of your lifetime as you live the story of your life.



# TIME

-- THE WEEKLY NEWSMAGAZINE





*The Case of*  
**JOHN WALSH**  
*who is marrying*  
*Peggy Davis next week*

John and Peggy have no illusions. They know the first few years of married life will be extra expensive. There won't be much left over for life insurance at first—not more than a dollar or two a week—when the furniture is paid for and all the added expenses of settling down are taken care of. But John wants protection for Peggy . . . right now, and forever . . .

## When a man's about to marry— what Life Insurance Program should he think about?

Many a man like John Walsh is faced with a very real life insurance problem. At the moment when protection becomes especially important, added expenses mean he is least able to pay the rate necessary for the level premium form of permanent protection he needs. To help such men, The Prudential offers a policy called the Modified Life 5.

**Q: What is a Modified Life 5 Policy?**

**A:** It is a Prudential policy issued in amounts of \$5,000 or more, and having a "Modified" premium arrangement.

**Q: What does "Modified" mean?**

**A:** It means a change in premium rate. In this case the premium for the first 5 years is one half the premium in later years. Thus a man who must meet extra expenses during the next few years, or a man who expects an increased income in the future, can get the permanent

protection he needs without waiting until he can afford to pay the usual level premium rate.

**Q: How long are premiums payable on a Modified 5 Policy?**

**A:** Throughout the entire lifetime of the insured. The Prudential pays the insurance money to the beneficiary whenever death occurs.

**Q: How is the insurance money paid to the beneficiary?**

**A:** The person insured may select any of the following methods of settlement, or may leave the choice to his beneficiary: 1) Cash payment in one lump sum, 2) A definite monthly income for the rest of the beneficiary's life, 3) Income payments for a definite number of years, 4) The insurance money may be left with The Prudential at guaranteed interest which is paid to the beneficiary, with provision for withdrawal

of all or part of the principal sum as desired.

**Q: Does this policy participate in dividends?**

**A:** Yes. The first annual dividend usually is paid when the policy is two years old. Dividends may be taken in cash, used to reduce premiums, used to buy paid-up additional insurance, or left with the company to accumulate at interest.

**Q: Has this policy cash and loan values?**

**A:** Yes, and reduced paid-up and extended insurance values are also provided.

The Modified Life 5 Policy is one of the many Prudential policies designed for a particular situation. There is a Prudential policy to fit every life insurance need . . . a Prudential premium-payment plan to fit every purse. For further information on how your particular life insurance problem can be solved, see your local Prudential representative, or write the Home Office.

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## CONTENTS

### THE WEEK'S EVENTS

The British Land in the Fjords of Norway . . . . .	23
A Fight for Valleys, by Major George Fielding Eliot . . . . .	25
The Terrain of War in Norway . . . . .	26
Sweden Stays Neutral . . . . .	29
LIFE on the Newsfronts of the World . . . . .	32
Shirley Temple Wears Her First Long Dress . . . . .	33
Columnist Pegler Puts the Finger of the Law on George Scalise . . . . .	34
Moe Annenberg Pleads Guilty to Tax Evasion . . . . .	36
"Pin-Up Pictures" Grace British Magazines . . . . .	88
How a Few Thousand Nazis Seized Norway, by Leland Stowe . . . . .	90

### PHOTOGRAPHIC ESSAY

The Land of France . . . . .	81
------------------------------	----

### MODERN LIVING

Bare Knees . . . . .	39
Kitchen Tricks . . . . .	44

### RELIGION

Robert Harvey Is Ordained a Minister . . . . .	50
--	----

### ART

"Hoover and the Flood," by John Stuart Curry . . . . .	58
--	----

### SPORT

Fencing: How a Girl Can Use the Foil and Keep Beautiful . . . . .	62
---	----

### MEDICINE

Birth Control: South Carolina Uses it for Public Health . . . . .	64
---	----

### MOVIES

"The Biscuit Eater" . . . . .	71
Anne Shirley Makes Adult Comeback . . . . .	77

### RADIO

Misadventures of Radio's 'erbert Pinwinkle . . . . .	110
--	-----

### OTHER DEPARTMENTS

Letters to the Editors . . . . .	2
Speaking of Pictures: These Put Susie Among the Cat Immortals . . . . .	14
LIFE Goes to a Box Social . . . . .	104
Pictures to the Editors . . . . .	112

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**LIFE'S COVER.** The helmeted Englishman on the cover is a machine-gunner in one of His Majesty's big bombers. Last week he was busy raiding the German air bases in Scandinavia to prevent the Germans from bombing and machine-gunning the British columns in western Norway. He works in a turret that moves as he aims the Vickers machine gun in his arms, a turret that is one of the prides of the Royal Air Force. He wears earphones under his helmet. Half-wing badge above his pocket means he is an air-gunner; a pilot wears both wings.

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# GOOD PLACES TO EAT...



**Boston, Mass:** Across from historic Faneuil Hall, lies the famed old restaurant of Durgin-Park. Here, white-coated produce men, gourmets of the market place, gather for hearty feasts of oysters, scrod and prime steaks. Here, too, the big red bottle of Heinz Tomato

Ketchup passes quickly from hand to hand. For Boston men know their ketchup as well as they know baked beans. They love the tangy, fresh tomato flavor of this famous sauce—appreciate the added zest and appetite-appeal it gives their meals!



**Dallas, Tex:** "Meet Me At The Adolphus Coffee Shop" is the popular phrase of Dallas folk who know their victuals. Sea food from the Gulf and choice chops and steaks are garnished with luscious Heinz Tomato Ketchup, as a matter of course. Texans who prefer spicier seasonings choose Heinz 57 Beefsteak Sauce.



**Hollywood, Cal:** These rugged members of the cast of "Northwest Mounted Police", are taking on lusty nourishment at Paramount Pictures Commissary, Hollywood, Cal. Close at hand are the seasonings that make plain foods extra-tempting—Heinz Tomato Ketchup and Heinz Chili Sauce.



**Burbank, Cal:** As transcontinental flagships warm up, last-minute diners in the Sky-Room Cafe, Burbank, Cal., reach for their favorite Heinz Tomato Ketchup. Busy waitresses report that this rich, mouth-watering sauce is *first* in popularity.



**Merion, Pa:** Philadelphia's fashionable "Main Line" folk flock to the General Wayne Inn, at Merion, Pa., for food and service "supreme". Founded during the Revolution, this famous eating place serves only the finest condiments. In ketchup, that means "Heinz".



**W**HETHER you dine at places renowned for delicious food or in little roadside restaurants, you may be sure of good eating when Heinz Tomato Ketchup is served. To simple foods, this racy sauce of Heinz pedigreed tomatoes, rare spices and aged-in-wood vinegar adds dash and distinction. This week—May 6th to 12th—is National Restaurant Week. Give your family a real treat by taking them out to dinner. A good meal in a restaurant is a thrill that children remember for years. And dining out gives wives a pampered feeling they always enjoy! Why not plan your family dinner-date now?

57





BRITAIN'S NORTHERN EXPEDITIONARY FORCE SETS SAIL FOR NORWAY. GERMANY CLAIMS THESE MEN WERE ALREADY AT SEA BEFORE THE GERMAN INVASION

# BRITISH LAND IN THE FJORDS

## EUROPE IN ARMS WATCHES CHAMPIONS' TINY BATTLE AMONG NORSE MOUNTAINS

**A** fighting Europe with nearly 13,000,000 men under arms last week tensely watched a war in Norway waged by relatively tiny columns of antagonists. News of the week was the racing of British columns down the snow-banked valleys of Norway. The first picture of Britons on their way to Norway is shown above. Behind this shipload of young men in lifebelts is one of the Canadian Pacific Duchess boats. These transports probably docked at Åndalsnes.

The fighting these troops had to do is precisely in the tradition of the British Army, which for generations has been fighting on mountainous frontiers. The British generals are famed as column commanders, officers who know how to scout and maneuver and take cover. They are past masters at mountain work, at holding a pass and raiding a flank. Norway should have been right up their alley. But at week's end they had still to prove themselves.

Their two drives southward had begun to fall toward Dombås and Støren, toward gorges that were better defensive positions. On the other side of Trondheim a British column without anti-aircraft guns had been remorselessly strafed and badly outflanked at Steinkjer (already famous in the U. S. as

"Stinker") by German destroyers coming up the long, winding fjord. The Allied supply lines began to rush planes, guns and more troops including Foreign Legionnaires and Chasseurs Alpins to Norway.

The Germans too have a powerful weapon suitable for use on Norway's long roads. It is the fast, self-sufficient motorized column with heavy fire-power. They used it with telling effect in Poland. It rolled again up the two great valleys of central Norway. The retreating Norwegians should have destroyed, but did not, the roads and railroads.

Nobody knew how many men were engaged in the battle for Norway, but the totals were amazingly petty for a Europe-in-arms. The problem could be seen at a glance. It is discussed on page 24 by Major Eliot and shown on the map on page 26. It centers on the British need for a base at Trondheim, now protected from the British Navy by Agdenes forts at the fjord mouth. It involves the untested question whether British troops can hold beautiful defensive positions against a sky full of German planes.

A small contribution to this real war was a renewal of the talk war by Germany's Ribbentrop to the effect that Germany barely beat England into Norway.





**The British landing** at Åndalsnes on April 19 is attacked by two flights of German bombers. They are kept high by the 3,000-ft. peaks that hem in the Romsdalsfjord. The geyser at

left is from one of their bombs. Destroyer at right blazes away with all guns, giving a considerable concentration of fire. Anti-aircraft on supply ships and dock also fire. A 5-ton

truck (lorry) is being loaded on lighter with runways for shore landings. A tiny port inadequate for a full-sized expeditionary force, Åndalsnes has a population of only 900.





British mountain howitzer battery drops 3.7-in. shells on Germans just rounding bend in valley where smoke of shell-

bursts can be seen. Packmules are tethered in right background. This is country typical of western Norway, where

one brave man with a little equipment is worth a battalion on a plain. It is a place for men and mules, not for tanks.

# A FIGHT FOR VALLEYS

## GEOGRAPHY SHAPES THE WAR'S COURSE IN NORWAY

by MAJOR GEORGE FIELDING ELIOT

**S**outhern Norway, where last week's most important fighting occurred, may be described as a mountainous central mass pierced by deep arms of the sea called fjords and traversed by a few rivers whose valleys form the principal means of interior communication. The two most important fjords are the Oslofjord and the Trondheimsfjord. The natural lines of communications between the seaport cities of Oslo and Trondheim built on these fjords are two valleys called the Gudbrandsdal and the Österdal. The coast is extremely formidable and the fjords afford the only means of approach for ships (see topographical map on following page).

It is thus clear that he who controls both Oslo and Trondheim is master of Norway provided he can maintain himself and provided he can gain control of the valleys that link these two points. If he holds only Oslo he may be attacked from Trondheim by an exterior enemy. If he does not have the central valleys he cannot be secure either in Oslo or Trondheim provided there is an enemy of dangerous quality in the valleys. Control of the sea, still by far the best means of communication between Norwegian ports, is vital to the maintenance of a grip on these coastal points unless the central valleys are held.

The Germans now hold most of Norway's ports. They hold Oslo and the south. They have an isolated garrison in Trondheim. They are now trying to push up the two valleys to link their Oslo and Trondheim forces and to possess the railways connecting the two ports—one line through the Gudbrandsdal, the other through the Österdal. Both railway lines are paralleled by motor highways—narrow but well built, partly paved, partly of sand or gravel, with many dizzy turns round mountain spurs.

The German forces engaged in Norway do not yet

appear to be large as modern wars go. There are probably 35,000 to 40,000 men in the Oslo army. At Trondheim there may be from 5,000 to 8,000. The garrisons at Stavanger and Bergen can do little except hold on and wait; they affect the Oslo-Trondheim situation only insofar as they provide points of support for German air and sea forces. The strength of the Allied forces engaged is not known but appears to be growing. These forces are entering the country by two beach-heads: one at Namsos, north of Trondheim, the other at Åndalsnes, south of Trondheim. Trondheim is their objective. If they gain it the whole picture will change in the Allied favor.

The Allies command the sea and can bring their troopships in comparative safety to the point where German air power can reach them. From then on air power is of increasing importance as the distance between Allied forces and German air bases (notably that at Oslo) shortens. The Allies can send many troops by sea but what is important is the man-power and fire-power they can actually put into the field in Norway. This factor is controlled by German air resistance and by the nature of the points of entry—small, ill-equipped ports with no landing facilities where everything must be improvised or brought along, where heavy equipment cannot be handled save at great expenditure of time and trouble. These are the bottlenecks and here it is that the Allied effort is being slowed down.

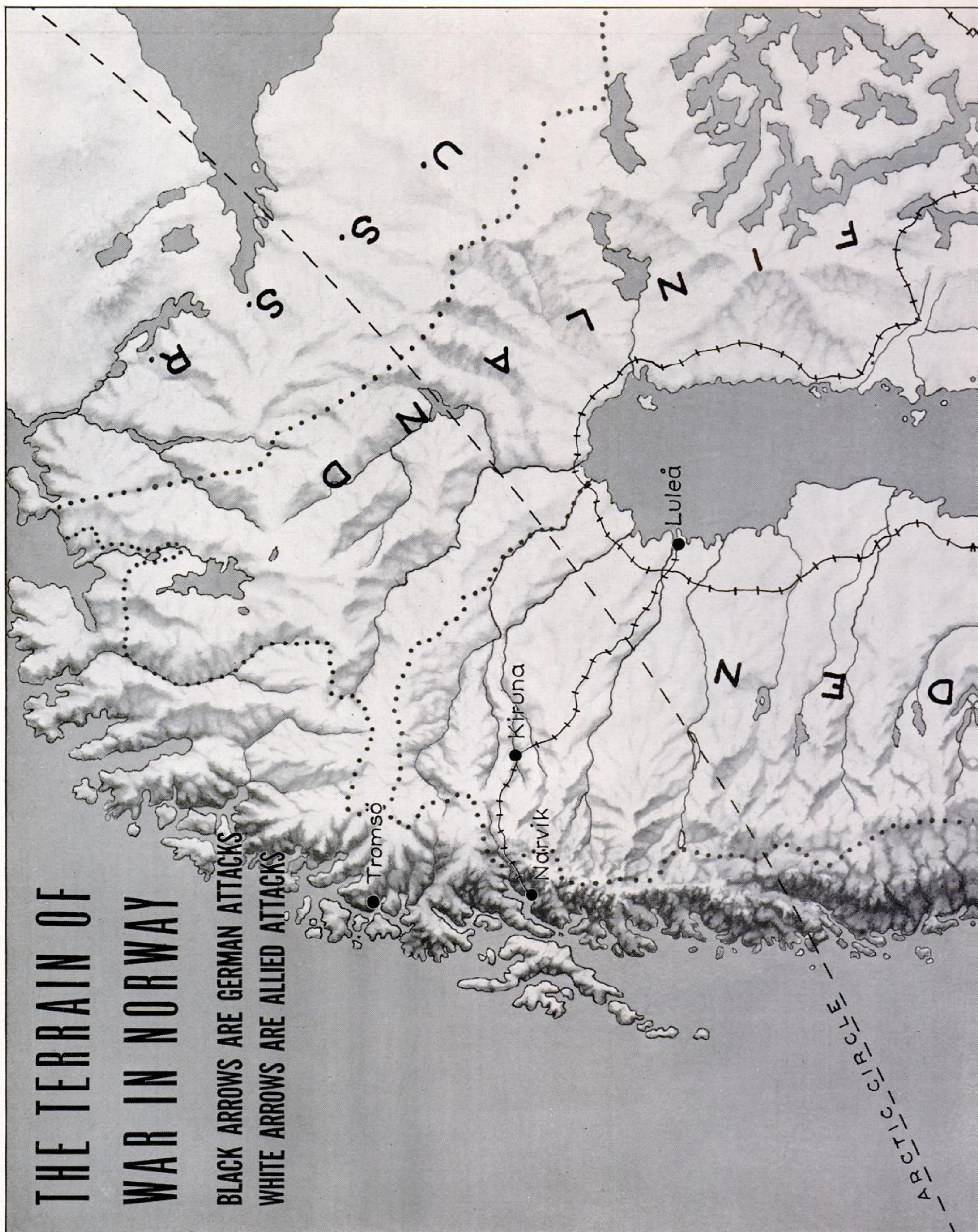
The Norwegian forces in the field have done very well. Deprived at the outset of the greater part of their artillery and equipment and without organization or central command for days, they have contrived to cling to the all-important valleys and their traversing railways and roads. For this result, also, the Allied sea power must be given its measure of credit, for its efforts have made the transit of the Skagerrak

so precarious as to seriously affect the striking power of the Oslo army. The best proof of this is that the Germans have not yet succeeded in penetrating the length of the strategic valleys, sweeping the ill-armed Norwegians before them. A really strong German army in Oslo would have done this long since. The Germans never do things by halves. If they have not linked up Oslo and Trondheim it is because they have been unable to do so by lack of strength at Oslo.

Now Allied land forces are in the war picture. The central point of immediate interest is Dombås, where the railway from Åndalsnes joins the main Oslo-Trondheim line in the Gudbrandsdal. South from Dombås the Allies have thrust forward small and probably lightly equipped covering forces that joined the Norwegians near Lillehammer, and now seem to be retreating slowly up the valley before the advancing Germans. The German advance is greatly facilitated by air support. The Germans are here applying the lesson they learned in Poland, the one great outstanding tactical lesson of this war: that any offensive operation on the surface of the earth must be co-ordinated with and supported by air operations if it is to hope for success against an enemy provided with air power of his own. This delaying action is all important: the Germans must not be allowed to get Dombås before the Allies take Trondheim. North of Dombås the Allies are reported to have reached Støren, only 32 miles south of Trondheim itself. At this point the railway line from the Österdal joins the main line.

The Germans, evidently recognizing the peril to Trondheim from this Allied move, made a desperate effort to get to Støren first. They rushed a small force of some 500 men in armored cars and trucks up the Österdal, sweeping away the feeble resistance of local Norwegian reservists, but they were too late. The





# THE TERRAIN OF WAR IN NORWAY

BLACK ARROWS ARE GERMAN ATTACKS  
WHITE ARROWS ARE ALLIED ATTACKS







## A Fight for Valleys (continued)

Allies at Stören, judging from available information, thrust out a flank guard that met and defeated the Germans, apparently somewhere in the valley of the River Glomma, and the Germans retreated to the road center of Røros, about 70 miles from Stören, from which they attacked again. This first German move was bold, in line with their employment of such motor units in Poland, but it was not in overwhelming force.

What we now have in this area, of which Dombås is the central point, is a struggle for key positions, of greatly increased proportionate value in a country so ill supplied with communications, conducted by small and not completely equipped forces operating from bases not yet fully adequate to maintain them. The Allies are trying to consolidate their grip on the Åndalsnes-Dombås-Stören railway in order to deliver an attack in force on Trondheim from the south. The Germans are trying to forestall them. The Germans are greatly aided by their air force. The Allies to offset them must get air forces into the country and establish air bases there.

North of Trondheim the Allies landed at Namsos and a small force was pushed quickly ahead to seize the important bridgehead of Steinkjer. This was a sound decision, since through Steinkjer pass all lines of communication (a railway and two roads) between Namsos and Trondheim. It was probably impossible to give this force any artillery. But the lack of air support, even if a carrier had to be risked, seems less excusable and perhaps indicates that the British have not yet achieved that degree of co-operation between land, air and sea forces that is so outstanding a feature of all German operations in this war so far. The Germans reacted against the Allied attempt to hold Steinkjer with great vigor. They retook the town and have apparently cut off some or all of the Allied ad-

vance guard. The Germans do not appear to have much artillery in Trondheim but they did have the support of a small air force and of the fire of destroyers in the Trondheimsfjord. This small action was not, of course, a major disaster for the Allies, whose attempt to hold the Steinkjer bridgehead was well conceived; its failure is a setback but not a decisive defeat. The attempt may perhaps be renewed by additional forces now reported as landing at Namsos. In any case Trondheim is threatened both from north and south and the small garrison is faced with a problem of increasing seriousness.

Meanwhile the fate of Sweden appears trembling in the balance. It is significant to follow the course of Swedish-German relations, which improve when German arms seem in the ascendant in Norway and go sour when the Germans seem to be failing. The fate of Sweden is closely bound up with the course of the Norwegian campaign. If Trondheim falls, so that the German armies operating from Oslo are confronted with an Allied attack in force supplied by the port of Trondheim, the Germans may well feel that they cannot meet such an attack without the use of the Swedish railway running from Trälleborg just across the Kattegat from Denmark through Malmö and up the coast through Göteborg to Oslo. Along this line German troops, artillery and supplies could be poured into the Oslo area at a rapid rate. It is of course possible that the German garrison in Trondheim, if at the last gasp, will do such damage to the port facilities as greatly to delay Allied landing operations there. This might give the Germans time to attempt to overcome Swedish resistance. But this resistance appears likely to be of such a character that a good deal of time would have to be used to give the Germans hope of success. Hence the Germans may decide at any moment to take time by the forelock and begin

the Swedish phase of their campaign for Scandinavia.

A German attack on Sweden would probably be initiated by a series of air attacks all over the southern part of the country directed at military centers, railway junctions, air bases and seaports, with a view to paralyzing Swedish communications and military concentrations as was done in Poland. The Germans cannot afford to take chances with so formidable an enemy as Sweden, whose Army is probably capable of settling the Trondheim affair at short notice and indeed would likely do so in Sweden's own interest to open up a short line of communications with the Allies. The Swedish defense lines in the south are formidable. They might however be outflanked by a landing on the east coast, for which, probably, a reduction of the fortress-island of Gotland with its air and submarine bases would be a necessary preliminary. The Danish island of Bornholm, now held by the Germans, would afford a good advanced base for German air operations against Sweden. Landing operations would have to meet the opposition of the Swedish fleet, which is by no means negligible considering the German naval losses in the Norwegian campaign. Thus an attack on Sweden is of uncertain outcome but may be forced on Germany by Norwegian disaster. On the other hand a Norwegian victory for the Germans would deliver Sweden bound and gagged into their hands, since Norway controls all Sweden's outlets to the sea and to the Allied nations.

A final alternative for the Swedes might be to sell out to Germany and allow German troops to use the Swedish railways to Norway. This is said to be the counsel of many highly placed Swedes who are of the opinion that Germany will get at least a draw in this war in any case. It opens Sweden to the less formidable danger of an Allied invasion in the north but it preserves most of Sweden safe and sound.

**British troops**, marching from Åndalsnes toward Dombås, suddenly hear the roar of German planes cannonading off the

mountain walls, break ranks to escape machine-gun strafing. In rear are Romsdal Mountains. Equipment from left

includes two Bren gun carriers, anti-tank gun and tractor, mules carrying mountain howitzer parts, and an army truck.







**Stockholm** is a water city on whose shores live 700,000 Swedes. The Baltic is off to the right and Lake Mälär is

at left. Old City Island, which connects the two parts of the city, has on its farther side the hollow square of the

King's Palace. The forepart of the island is shown again on the following page, as is also the panorama at the right.

# SWEDEN

## BACKED IN A CORNER BY WAR IN NORWAY, IT STAYS NEUTRAL

**T**errifying is the position of Sweden, of whose seven little neighbors all have lost all or some of their sovereignty in the last year to Germany or Soviet Russia. In the role of Bluebeard's eighth wife, Sweden would seem to have the choice of dying quietly or with a bang. So far it has waited for Bluebeard to make the first move. On these pages are shown some of the tempting wealth and industrial power of Sweden. Under a socialist government and a workers' paradise unparalleled in the Western World, Sweden has a standard of living nearly as high as that in the U. S. Its beautiful cities on the inland seas of the Baltic, the Gulf of Bothnia and the Kattegat, are proud of their architectural renaissance. Proudest of all these is 700-year-old Stockholm (*above*), which is sometimes called the Venice of the North. With most of the best neutral correspondents reporting the Norwegian campaign from front-row seats in this delightful city, Stockholm became the most frequent and familiar dateline in the week's newspapers.



**Luleå** is the northern port where Swedish iron ore from the Kiruna mines begins this month to move to Germany, the

Bothnian ice having melted. It cannot handle one-quarter the tonnage of Norway's Narvik, now closed to Germany.



(continued)

# SWEDEN: WILL GERMANY TRY TO TAKE ALL THIS WEALTH AND BEAUTY TOO?



The shoreline of Stockholm shows a happy, thriving city. At the left are the naval dockyard islands and in the fore-

ground the old citadel on Castle Island. In the far back-ground are the Twin Skyscrapers. Stockholm's well-to-do live

in the shore-front apartment houses that line the middle section of the panorama. In the center foreground is the muni-



The King's Street in Stockholm is a great shopping center. The fine curved building on right is the red-brown Centrum built by Cyrillus Johansson, famous modern architect. In left distance the sign "PUB" marks the store where as a young girl Greta Garbo sold hats. Notice the pavements, which are made of granite blocks in Stockholm. The Swedes live on a scale of civilized comfort unheard of in Nazi Germany. They would of course lose it all if conquered by Germany.



Medieval Stockholm was centered on the island in the background. Modern engineers devised the clover-leaf ramps to carry the crowded traffic of high southern Stockholm down to the narrow bottleneck across the island to the main city to the north. Stores and a bomb shelter are below the ramps. In the background used to be the Corn Harbor Market, faced at the extreme right by Stockholm's two oldest gabled houses. The Baltic is off to the right.

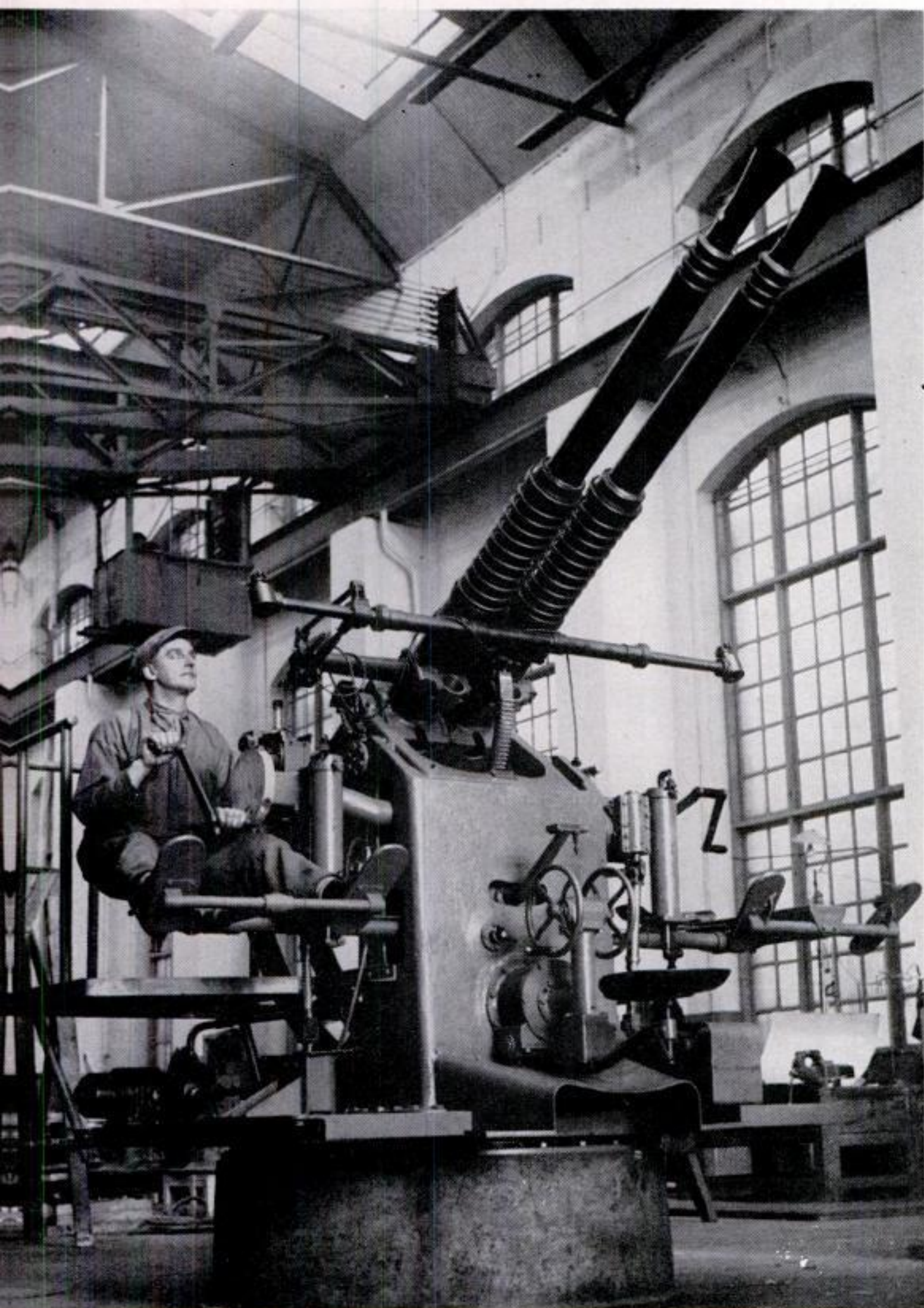




cial icebreaker. The right-hand section overlooks Stockholm's famed playground section on the hills of Skansen. The big ca-

thedral-like building is the Nordic Museum and the spire beside it is the Oscar Church. On the shore in front of them is

the Tivoli amusement midway. All this is eastern part of Stockholm, nearest the harbor entrances from the Baltic.



**Sweden's Bofors factory** produces nearly every kind of gun for nearly every army in the world. This workman is testing the elevating gear of a double 40-mm. anti-aircraft gun for use on a warship. Single guns on a different mount are used by many armies, including the British, French, Belgian, Dutch, Portuguese, Finnish, Hungarian, Yugoslav and Swedish. The production and patents of the Bofors arms plants give Sweden its military backbone.



**Great port of Göteborg** has Scandinavia's biggest shipyards. Above is the biggest, the Gotaverken yards, now working night and day on freighters and warships. It launched eleven last year, delivered 14, had expected to do better this year. Now Göteborg looks out on the Kattegat and the German transport line to Norway. From here Sweden's main defense line, the Gota Canal, cuts across Sweden. From here, since waters farther south are full of mines, must go nearly all Sweden's exports.



## Americans ponder war and their future; British up taxes and talk of crushing German people

Each new dispatch about Allied reverses in Norway last week (*see pp. 23-29*) helped to further what President Roosevelt, at its outset, predicted would be the effect in America of the German invasion of Scandinavia. Doubtless due in part to the Danes' non-resistance and the Norwegians' treachery, and in part to the Allies' prompt assistance, there was evident no such outburst of sympathy and outrage as rallied Americans to the cause of the fighting Finns. What appeared instead was evidence that Americans, as the President had predicted, were thinking more and more gravely about the war and its possible consequences to their own country. Last week they had these facts and fancies to think about:

Acting for the first time without awaiting a formal declaration of war, President Roosevelt proclaimed the Neutrality Act in effect for Norway, the main result being to put all sales of U. S. goods to Norway on a cash & carry basis. Since, when a failure to declare war has given him an excuse, the President has uniformly refrained from applying the Act to favored nations who would be hurt by it (i.e., China and Finland), the logical assumption was that the President, after watching the war in Scandinavia for 16 days, had concluded that any help to Norway would be help to its Nazi conquerors.

Rear Admiral Joseph K. Taussig, Commandant of the Fifth Naval District and former Assistant Chief of Naval Operations, opined to the Senate Committee on Naval Affairs that the world's totalitarian powers will gang up on America if Germany wins in Europe, and that in any event the U. S. is certain eventually to have to fight a Japan bent on Pacific domination. When California's Hiram Johnson demurred at his grandiose preparedness proposals, Admiral Taussig brought a roar of laughter by stumbling: "I'm just trying to keep us out of peace, Senator." The Navy Department promptly disavowed its Admiral's opinions, and Missouri's isolationist Senator Clark nominated him for court-martial.

Albert Bushnell Hart, hoary Harvard historian, predicted that the U. S. will fight Germany when, within six months after the end of European hostilities, victorious Nazi forces invade Brazil.

The American Red Cross reported \$1,211,676 worth of supplies sent to Europe's war sufferers.

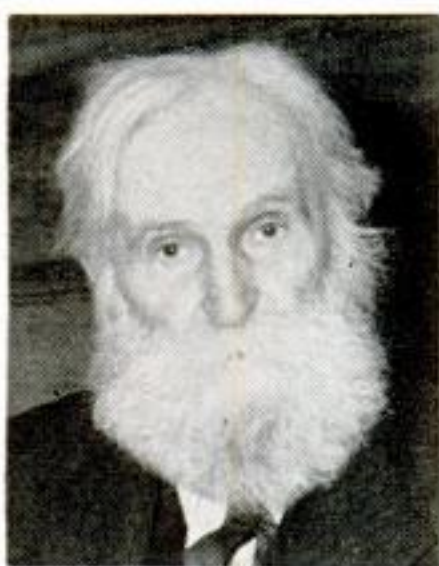
Bethlehem Steel Corp., famed munitions maker of the last War, reported first-quarter profits for 1940 of \$10,891,139—biggest in its history. President Eugene Grace credited shipbuilding operations and a booming export business.

Reported as of April 25 were Allied orders for U. S. war planes totaling \$200,000,000 in the month since the Government consented to release its newest planes to them.

Heart pierced by a German bomb fragment during a raid at Dombås, Captain Robert M. Losey, 31, assistant Military Attaché for Air in Norway, became the first American official to be killed in the war.



TAUSSIG



HART

Colonel Frank Knox, publisher of the Chicago *Daily News* and 1936 Republican nominee for Vice President, made a public speech warning that Germany may invade the Western Hemisphere if victorious in Europe and declared that the failure of Presidential aspirants of both parties to take a stand for adequate preparedness "comes damnably near treason."

Other newspaper publishers assembled in New York for two national conventions reported that people in their localities were still overwhelmingly determined to stay out of war.

### The consequences of war to British pocketbooks

were detailed by Chancellor of the Exchequer Sir John Simon in presenting his first full-year wartime budget to Parliament on April 23. Calling for a record £2,667,000,000 (\$10,748,010,000 at the official rate), of which £2,000,000,000 was for fighting the War, it proposed the heaviest taxes in Britain's history, raising levies on incomes, liquor, tobacco and matches, nearly doubling postal rates, upping telephone and telegraph charges as much as 25%, and imposing a new "purchase tax" on sales by wholesalers to retailers.

Meantime a succession of British statesmen, including Sir Warren Fisher, Sir John Reith, Anthony Eden and Alfred Duff Cooper, were whipping up British fighting spirit by announcing that, contrary to Prime Minister Chamberlain's first pronouncement, the War is against not just Adolf Hitler & Co. but the whole German people. Cried Duff Cooper, onetime First Lord of the Admiralty recently returned from a lecture tour of the U. S.: "We must accept no soft words or specious promises as we did when they came whining and groveling to Versailles. We must defeat the German people in battle." "It would be a good thing," he added later, "to break Germany up into small states."

**Natchez Oven.** Windows were securely boarded against gate-crashers on the evening of April 23 when some 300 Natchez, Miss. Negroes jammed into the Rhythm Night Club, a blacksmith shop converted into a dancehall and festooned for the occasion with streamers of tinder-dry Spanish moss, for a dance of the Moneywasters' Social Club. About 11:30 p.m. fire blazed in moss hung near the single front entrance, whooshed through the building. Fifteen minutes later 198 trapped dancers lay dead of burns or suffocation. "The building was entirely sheathed with corrugated iron," explained a deputy sheriff, "and



MONEYWASTERS' SOCIAL CLUB VICTIMS



DUFF COOPER

this formed an oven in which the dancers were baked." While police searched for a drunken Negro suspected of setting the fire, horror-stricken Natchez started too late a campaign against firetrap buildings.

**War Guilt.** Pale and grim before an assemblage of diplomats and newsmen perched on gilded chairs in the ornate Ambassadors Hall of the Reich Chancellery, Nazi Foreign Minister Joachim von Ribbentrop solemnly announced to the world on April 27 that Britain and France had really started the war in Scandinavia. For proof he submitted documents allegedly taken from captured Allied troops and consulates in Norway revealing that the British, with Norwegian acquiescence, had planned and actually begun an invasion before Germany moved. "Since the beginning of this year," he declared, "England and France have tried with all their means to bring about a new scene for the war."

Britain's mine-laying in Norwegian waters, announced the day before the Nazi invasion, "in reality was to serve to protect the English expeditionary force, which was already in the North Sea at this time."

Faced with the facts that the Germans got there first, and that the world could hardly be expected to swallow their clocklike invasion as a pick-up affair, U. S. observers inclined to regard this Nazi pronouncement as intended primarily for domestic consumption.

**Heir.** "Yes, it's true and I'm glad to confirm it," cried happy U. S. Minister to Canada James H. R. Cromwell in Ottawa, April 23, making his third & climactic announcement about the Cromwell family last week. The news was that what, over its father's protests, will undoubtedly be called the "richest baby in the world" is expected by Mrs. Doris Duke Cromwell in August.

Other announcements: 1) Mr. Cromwell is a candidate for the Democratic nomination for U. S. Senator from New Jersey; 2) Mr. Cromwell will resign his post on New Jersey's primary day, May 21.



MRS. CROMWELL

### PICTURE OF THE WEEK

On April 23 Shirley Temple was 11 years old. To celebrate the occasion, she went to a party given in her honor at the Bel Air Country Club. Present were classmates from the Westlake School for girls and members of the Trentwood Camp Fire Girls to which she belongs. Parties were no new experience for Shirley Temple. But decidedly new and exciting was the sensation of wearing her first long party dress. It was a fluffy frock of marquisette trimmed with a du-bonnet ribbon. With it she wore a matching hair ribbon, pearl necklace, gold bracelet and silver slippers. That night Miss Temple stayed up till 10 p.m.





Shirley Temple wears her first long dress to her eleventh birthday party





COLUMNIST PEGLER MARCHES INTO SCRIPPS-HOWARD'S MANHATTAN OFFICE



HE PITCHES HIS HAT ON A DESK AND CONTEMPLATES THE THOUGHT OF WORK

## COLUMNIST PEGLER PUTS THE FINGER OF THE LAW ON A NEW YORK UNION LEADER

**A**t 3 a. m. on April 21, New York detectives stamped into a room at the Hotel Commodore and roused from his slumbers sleek, swart George Scalise, president of A. F. of L.'s Building Service Employees International Union. His two alligator bags lay packed on the floor. In his pocket were reservations for Chicago aboard the 20th Century Limited. Later that morning a judge placed him under \$40,000 bail. Five

days later a grand jury indicted him on 53 counts of extortion, charging he had squeezed tribute from hotel men, building owners and union employees alike.

It was District Attorney Thomas E. Dewey's office which presented the evidence leading to Scalise's indictment. But Scalise felt another prosecutor had been at work. To the press he declared bluntly: "I've been Peglerized."

For more than three months George Scalise's name had bobbed through the daily column of Scripps-Howard's Westbrook Pegler. Back in January Pegler called Scalise a racketeer, charged that he used to be a bodyguard for the late mobster Frank Uale, and recalled that he once spent 4½ years in Atlanta on a white-slavery charge. Few weeks later he wrote that Scalise was a pal of Little Augie Pisano, adding: "Scalise's local unions in New York are positively crawling with criminals in many of the key positions."

Though Pegler's foes—of whom he has many—accuse him of being a reactionary, a red-baiter, a chronic sourpuss (Walter Winchell has called him an "exponent of grouch journalism"), there are those who believe organized labor would be better off were a few more of its leaders subjected to the process of "Peglerization." First to go was Willie Bioff, dictator of the Theatrical Stage Employees, who went to jail April 15 after Pegler had inspected his past. Many another unionist's name has since appeared in Peg-

ler's prose. "I could name a hundred thieves and gangsters, embezzlers and terrorists who hold office in unions of the American Federation of Labor," Pegler declared recently.

He will probably fulfill his claim, for his convictions about corrupt unionism are deep-sown. When asked to comment on Scalise's arrest, he snapped curtly, "I don't give a damn what they do with him."



PEGLER LABORIOUSLY GRINDS OUT HIS DAY'S COLUMN



SCALISE SURVEYS THE STATE'S CASE AGAINST HIM





**George Scalise** is shown at left as he appeared in 1913 when arrested on a white-slavery charge. At right: George Scalise under arrest today.



**Ann Kay**, confidential secretary to Scalise, was seized as a material witness 24 hours before the arrest of her boss. She was held in \$20,000 bail.



**Scalise's home** in Ridgefield, Conn. has 27 rooms, cost \$22,500 according to Pegler. Scalise has declared he just bought it "as an investment."



**Settling strike** of New York elevator operators in 1936, Scalise stands behind Mayor LaGuardia. It is

charged Scalise used this photograph to scare hotel men into paying extortion money without argument.



**Willie Bioff** (right) surrenders in Chicago April 15 to complete pandering sentence imposed in 1922. He was first unionist to be "Peglerized" when columnist revealed he had never served term.





## MOE ANNENBERG PLEADS GUILTY IN BIGGEST TAX- EVASION JOB ON RECORD

In Chicago on April 23 a leathery sad-eyed sexagenarian strode from the chambers of a Federal judge after pleading guilty to income-tax evasion on a scale unequaled in U. S. annals. He was Moses L. ("Moe") Annenberg, publisher of the respectable Philadelphia *Inquirer* and czar in the field of race-track information.

Though he lives simply, Moe Annenberg's fortune is one of America's largest. He controls, roughly, 75 corporations. Besides the flourishing *Inquirer*, he publishes the ubiquitous *Daily Racing Form*, the *Morning Telegraph*, *Screen Guide*, *Click* and *Official Detective Stories*. Until threat of Government prose-

cution disconnected his plugs last winter, his 14 wire services relayed race results to almost every poolroom and betting office in the land.

When the tax unit indicted Moe Annenberg last year, Westbrook Pegler (*see pp. 34-35*) wrote: "He should be as famous as Al Capone." Having pleaded guilty to "unlawfully, willfully and knowingly" evading \$1,217,000 taxes for 1936, he has agreed to pay the U. S. some \$9,000,000 in tax claims, interest & penalties against himself and certain corporate appendages for years 1933-36. Moreover, when Judge Wilkerson pronounces sentence, May 23, he may imprison Annenberg for a maximum term of five years.





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More time to land that record sailfish or marlin you've been dreaming about, if you fly.



Rio is six thousand miles away. But it costs much less than you'd ever think, to fly down.

# Vacations Last Longer when you Fly!

**V**ACATION DAYS are precious.

For most of us in this busy world they represent only two brief weeks out of the fifty-two.

How shall we spend them? How shall we crowd the utmost joy into every golden moment?

Thousands have found the answer in air travel. No matter how long or short your holiday, the swift dependable airlines of the nation will carry you away from the humdrum of everyday, straight

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the air, meals are free and no tips are permitted.

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## History in the making...for the 66<sup>TH</sup> time

**W**HY WILL SOME 80,000 PEOPLE swarm to Churchill Downs on May 4th...and millions more gather before their radios...to see and listen to a horse race?

*Simply because* the horse race happens to be the 66th running of the historic Kentucky Derby. And the Derby, probably more than any other race, gives you the *pick* of America's finest thoroughbreds...a breath-taking *combination* of illustrious horses brought together on a single track.

*Four Roses, too*, won its fame because it is a *combination*...a combination of the most magnificent whiskies (*and whiskey virtues!*) ever brought together in a single bottle.

*Each of the superb whiskies* that go into Four Roses is outstanding for some special virtue—each is at least 4 years old. Brought together, these distinguished whiskies unite *all* their virtues in *one* whiskey that is just about perfection itself!

*If you're not yet* acquainted with Four Roses—with its delicate aroma, its richly mellow flavor, and surpassing smoothness—here's how you can make May 4th...or *any other day*...a red-letter day for you!

Just step up to the bar you like best—or stop at your nearest package store—and ask for Four Roses. We think you'll agree with the thousands who say it's the finest whiskey a man could ask for!



*FOUR  
ROSES*



*A blend of straight whiskies  
—90 proof*

**EVERY DROP IS WHISKEY AT LEAST 4 YEARS OLD**

*The straight whiskies in Four Roses are 4 years or more old. Frankfort Distilleries, Incorporated, Louisville & Baltimore*





RUBBER-SOLED BROGUES ARE GOOD FOR CLIMBING ROCKS



WHEN WIND BLOWS, IT SHOWS MATCHING JERSEY PANTS



NOT ONLY YOUNG GIRLS ARE TAKING TO SHORT SKIRTS. ACTIVE WOMEN LIKE THEIR FUNCTIONAL COMFORT TOO

## BARE KNEES ARE BEING WORN IN THE COUNTRY

New styles are born in many and varied ways. Some, laboriously conceived of the industry's nagging necessity to keep women's wardrobes in a constant state of flux, are fragile illegitimates and perish young. Others, by stroke of luck or canny merchandising, hit public fancy and thrive long.

When Dorothy Shaver, able vice president of Lord & Taylor, suggested bare knees for country wear, she started a sturdy young style. Since their appearance on the market six weeks ago, outfits of type shown on this page have sold well, been widely copied. Women who like to walk, golf, roller-skate, evidently agree with Miss Shaver that above-knee

skirts are more becoming than shorts, more practical than slacks or skirts of the usual length.

Angling for the trade of smart women rather than college girls or faddy debutantes, Lord & Taylor worked out a group of costumes that are new only because they expose knees in a new way. A short gray-flannel skirt, pleated for the hippy, flared for the slim-shanked, is pivot around which the wearer can play endlessly with matching or contrasting accessories. Shirts, sweaters, cardigans, butcher-boy jackets and high socks come in bright shades of red, green and yellow. Bare-knee fashions will live on through the summer in cooler cotton versions.





## PURITY

The choicest grains go into **BALLANTINE'S ALE**, the purest of water, the finest of yeast...



## BODY

Here's as light a drink as a man could want. The word "heavy" commonly used to describe ale, just doesn't fit **BALLANTINE'S ALE**.



## FLAVOR

**BALLANTINE'S** is a true ale...brewed with ale yeasts. Drink a glass slowly, critically. **BALLANTINE'S**, you will find, has the extra flavor and life that characterize ale at its finest.

## All of ale's extra flavor—yet light...not heavy

Drink a glass of Ballantine's slowly. Roll it on your tongue. Now you begin to enjoy its superb ale taste. Yet it's light—not heavy!

Ballantine's is a *true* ale—with the extra flavor and life that come from ale yeasts. Draining your first glass, you will say "it has more character"... or "it's more satisfying"... or simply that "it tastes better." But, in any case, you will know why millions of Americans get more enjoyment from Ballantine's Ale than from any other brew. In bottles (12 oz. and full quart)... in copper-colored cans (12 oz. and full quart). Copr., 1940, P. Ballantine & Sons, Newark, N. J.



**BALLANTINE'S**  
America's Largest Selling **ALE**



## MODERN LIVING



STIFF LEG MUSCLES ARE LIMBERED BY BACKWARD RAISING AND STRETCHING

## BEAUTICIANS GET TO WORK ON KNEES

Smart beautymongers are quick to hop on any new chance to sell U. S. women some real or fancied improvement of their persons. U. S. women are notoriously eager to co-operate, annually spend some \$675,000,000 on their faces and figures. The bare-knee fashions on the preceding page are a boon to beauticians because they provide a hitherto neglected feature to work on. Through a promotional tie-up with New York's Lord & Taylor, Elizabeth Arden is first with a series of exercises designed to bait newly knee-conscious women into doing something about their knobs and hollows. High kicks are hard for hamstrung women. On this and the following page, a supple young lady from the School of American Ballet demonstrates some of the gyrations prescribed for knees that are about to make their public debut. To gild the patella, Arden has a knee make-up kit with the cosmetic works plus beauty patches.

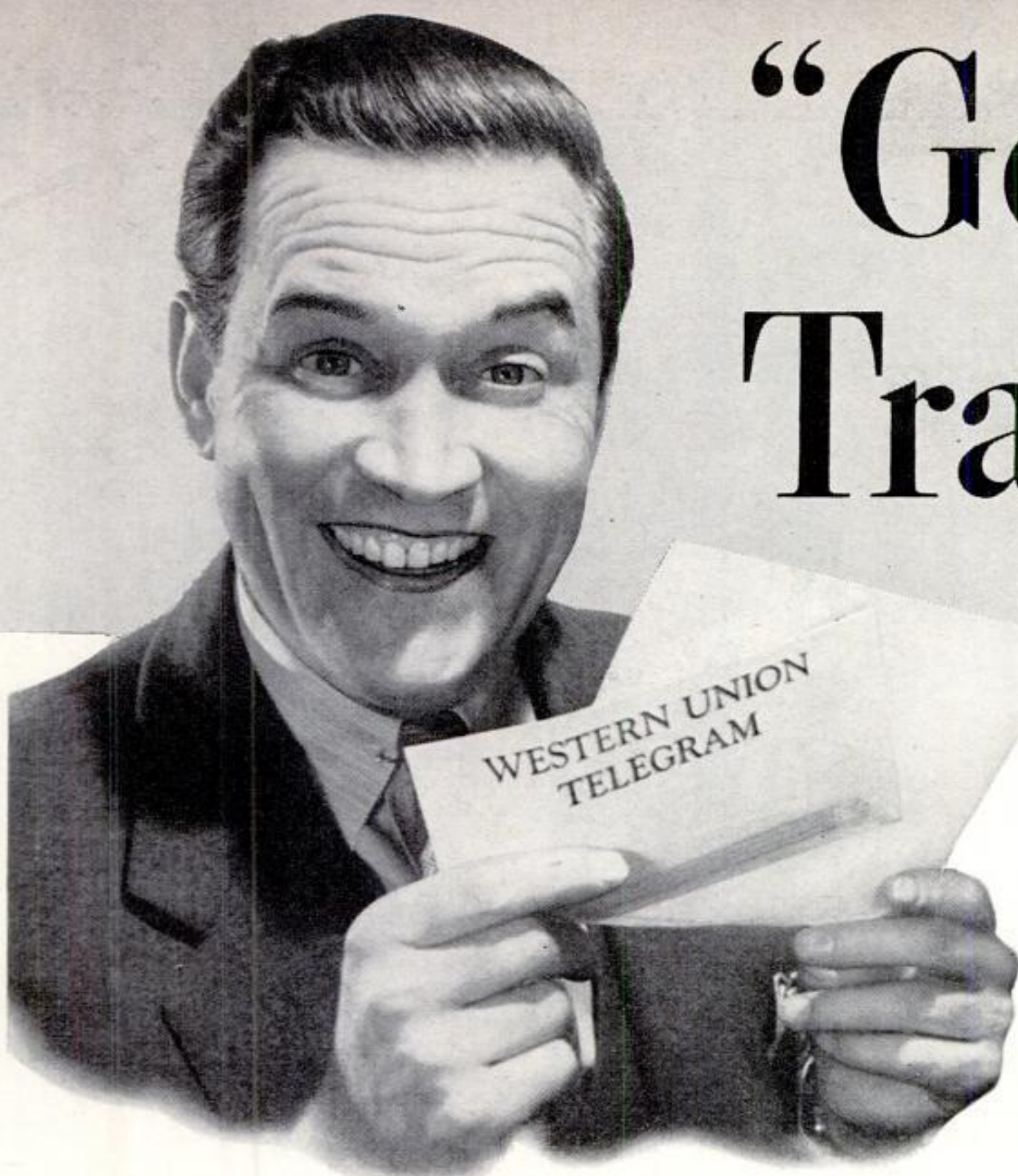




BENDING AND RISING ON TIPTOE DEVELOPS MUSCLES, FILLS OUT HOLLOW









CONTINUED ON PAGE 42



# "Good News Travels Fast!"



I got a new-car bee  in my bonnet when I read Ed's wire: "It's just arrived,"  he said. "What a car! Seats

are 51" wide—room for 3 big people.  De Soto has a 122½"-wheelbase..all passengers ride cradled  between the axles..you float  over bumps. Rear doors are full width  at the bottom. That trunk holds 10 big bags.  And boy!..what getaway  with that 100-horsepower engine!" That wire sure got me excited!  "Let's look at De Soto," I said to my wife. "It's got (39) features not in our 1937 car! And De Soto is \$20 to \$48 less  than last year—put that in your budget book!" She did..we're now driving De Soto!

DE SOTO DIVISION OF CHRYSLER CORPORATION

*Tune in Major Bowes...C.B.S., Thursdays, 9-10 P.M., E.D.S.T.*







## WITH NEW CHAMPION Spark Plugs!

EVERYONE KNOWS that old, worn-out or inferior quality spark plugs, or those that have had 10,000 miles or more service, greatly impair engine performance and economy. But because deterioration is gradual, and hence not always noticed—millions of motorists depend on Change Week to remind them that a new set of Champion Spark Plugs definitely restores lost power, speed, economy and dependability.

Your Champion Spark Plug dealer renders special spark plug service this week. Checking and cleaning will reveal where new spark plugs are necessary to restore lost "pick up and go."

Demand Champions, if new spark plugs are needed, because they make every engine a better performing engine; because they are

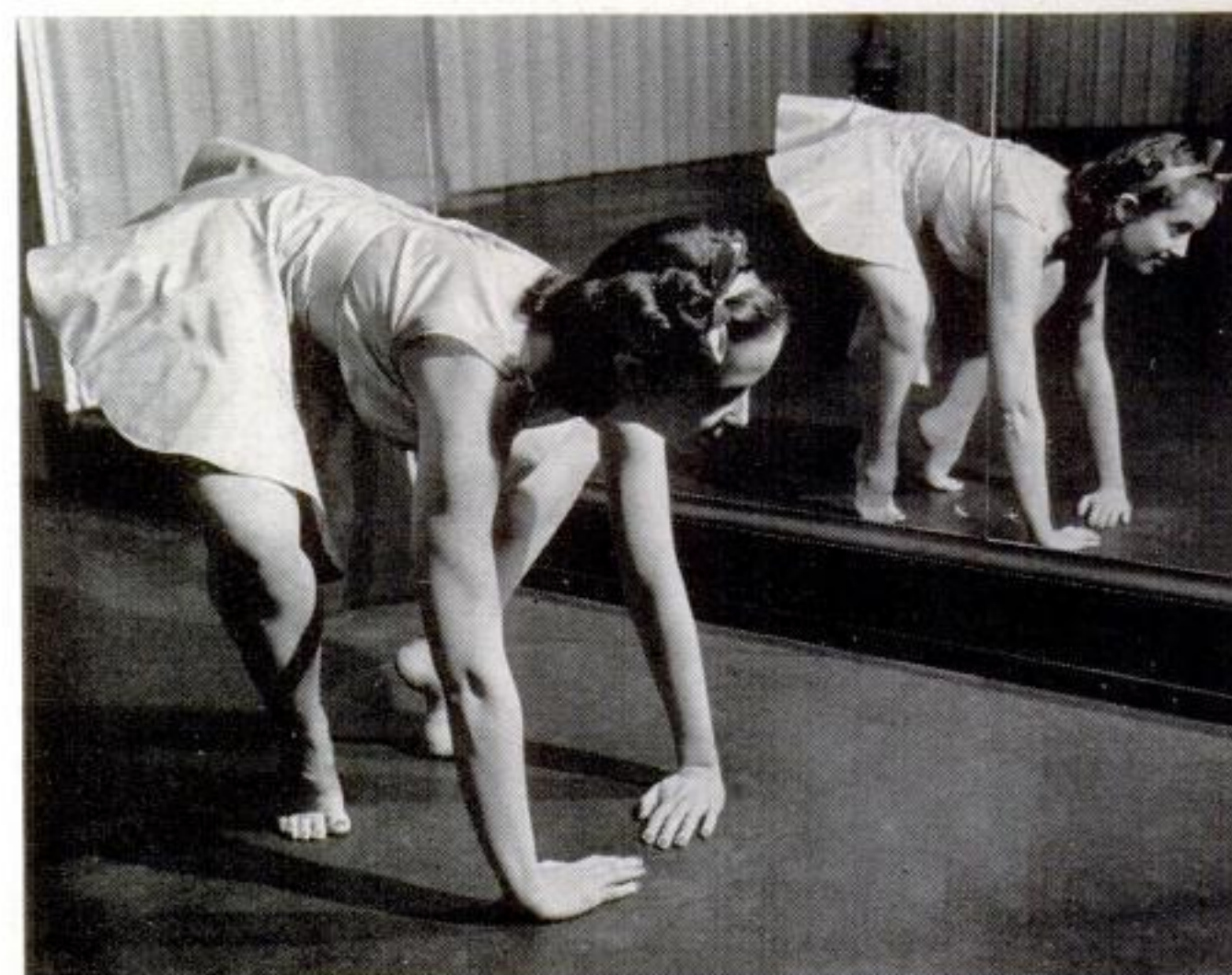
the spark plugs champions use; because they alone have the leak-proof qualities so necessary in today's high compression engines. Pick up and go to your Champion Spark Plug dealer NOW, because you can depend on him to put new "pick up and go" in your car.



## Knee exercises (continued)



FOR THIS EXERCISE, FIRST CROUCH WITH KNEES APART, SPINE STRAIGHT



THEN SPRING ON KNEES, RAISE BUTTOCKS. HANDS REMAIN FLAT ON FLOOR



RUSSIAN DANCE STEP, DONE RAPIDLY, TENDS TO REDUCE FLESHY KNEES



# FORD makes it ..no car near its price can match it!

**FOR PERFORMANCE:** Only *eight*-cylinder engine near its price! A big, powerful engine that does its job smoothly and quietly. So well built you don't need to "break it in."

**FOR ECONOMY:** The Ford V-8 averaged 24.92 miles per gallon in the 1940 Gilmore-Yosemite Economy Run — better than any other standard-equipped car in its price class.

**FOR SAFETY:** Biggest hydraulic brakes in the low-price field! Strong X-type frame—lowest center of gravity—*full* torque-tube drive! Stabilized chassis —powerful Sealed-Beam Headlamps—oversize battery.

**FOR COMFORT:** A buoyant, restful ride. Four double-acting, hydraulic shock absorbers—soft springs—123-inch springbase—added room—deep, wide seats—controlled ventilation.

**FOR STYLE:** The beauty of the Ford comes from the Lincoln-Zephyr, world's style leader. Flowing lines, sparkling colors, luxurious interiors, more equipment included in the price.

**FOR DOWNRIGHT DOLLAR VALUE:** Extra cylinders in the engine, extra quality all through the car. Ford has built more cars than anybody else and has the world's best equipped plant for building them!



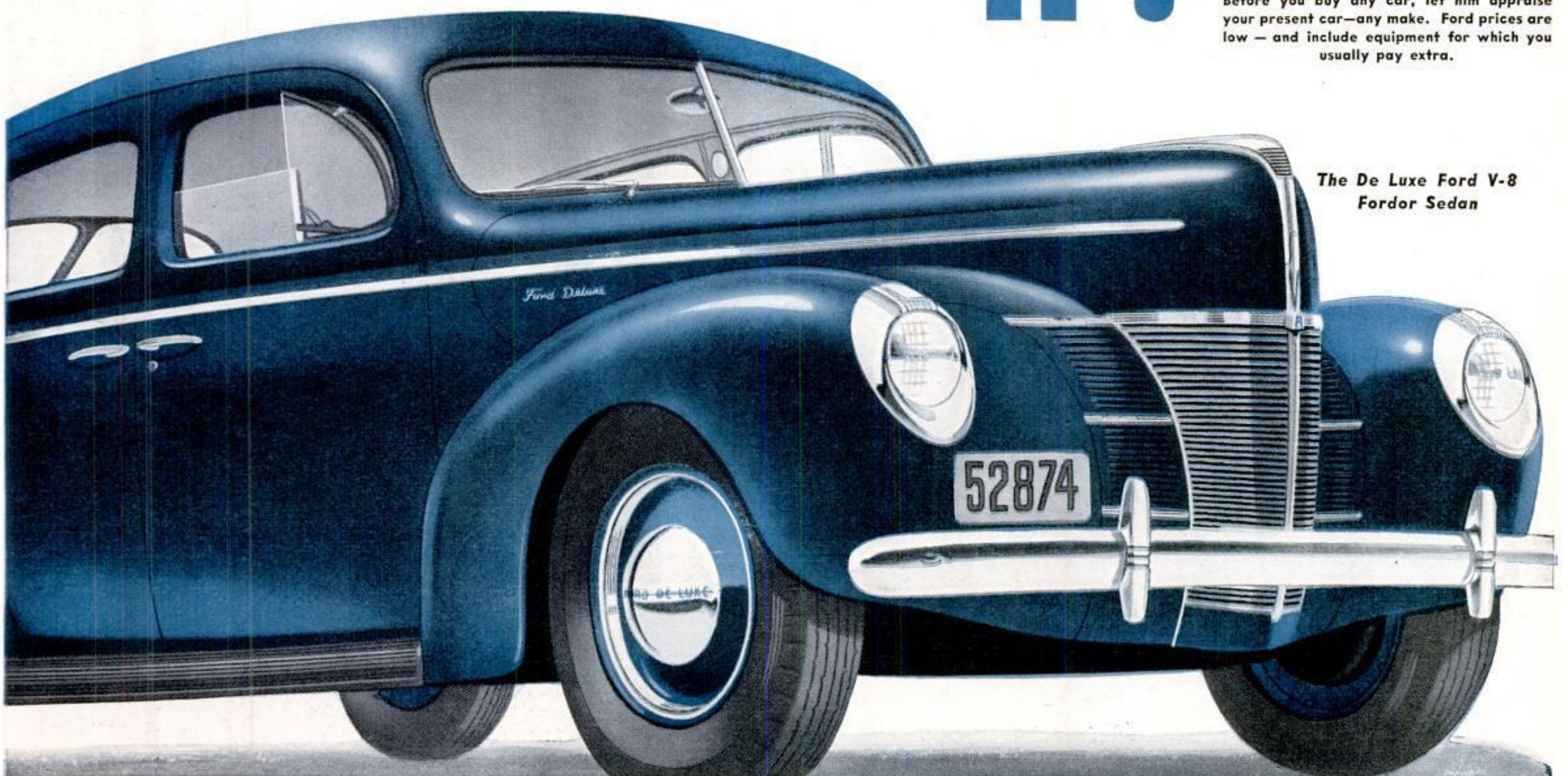
Visit the new Ford Expositions at the two Fairs, New York and San Francisco, 1940

**STEP UP TO THE V-8 CLASS**

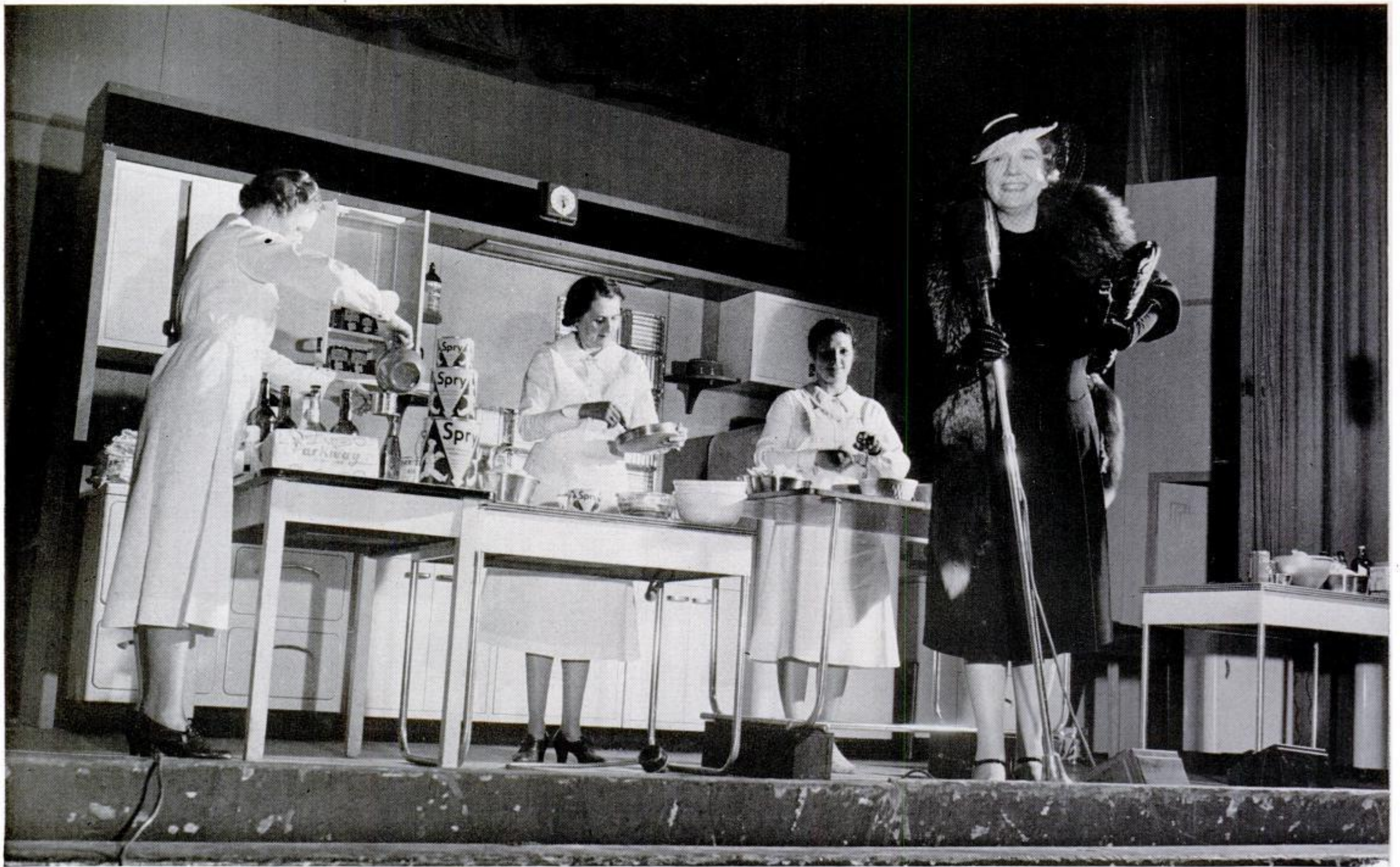
## IT PAYS TO DEAL WITH THE FORD DEALER

He is ready, willing and anxious to trade. Before you buy any car, let him appraise your present car—any make. Ford prices are low — and include equipment for which you usually pay extra.

The De Luxe Ford V-8  
Fordor Sedan







FROM STAGE OF PHILADELPHIA'S BROADWOOD AUDITORIUM, MISS DE BOTH LAST MONTH ENTERTAINED AN AUDIENCE OF 4,000. EVENING ATTENDANCE WAS 10% MASCULINE

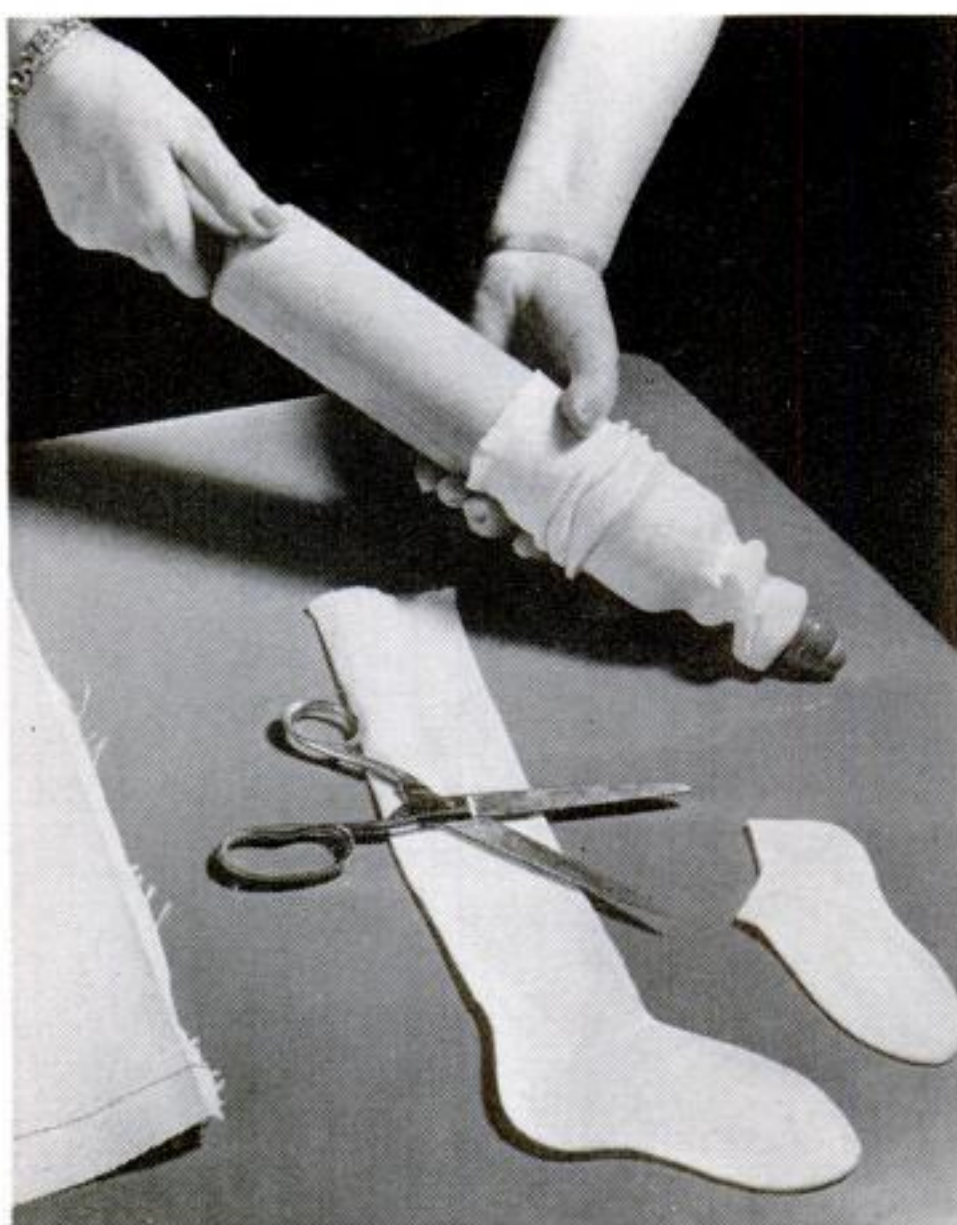
# Kitchen Tricks

COOKERY DODGES, CLEVER GAGS

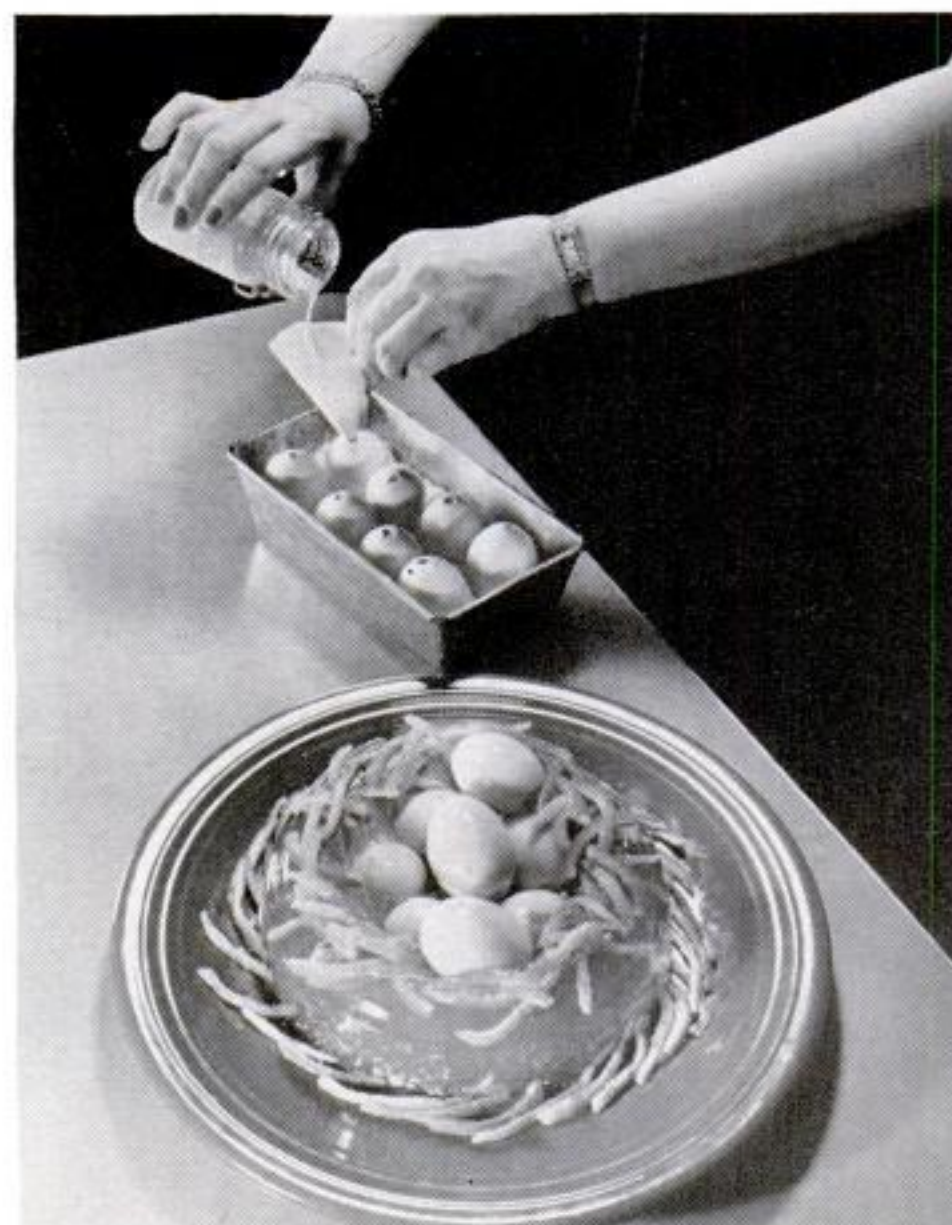
PROVE RECIPE FOR BIG PROFITS

When nearly 6 ft. of exuberant womanhood came out of the Midwest 15 years ago with an idea for dramatizing cooking classes, it proved to be a gold mine. A born promoter, Jessie Marie De Both was quick to see the commercial possibilities of her brain wave. Today, she is the best-known and best-paid cooking impresario in the country. She travels thousands of miles, writes millions of words, lectures, broadcasts, ballyhoos—all to the greater glory and increased sales of the food manufacturers whose products she plugs. Most typically De Both are her public "cooking schools," three- or four-day

sessions held in large auditoriums on a stage set up as a model kitchen. In one big city after another, she puts on a show that amazes even hard-boiled advertising men, demonstrating cookery tricks and new recipes as she keeps up a continuous flow of chitchat and horseplay. Apart from her bouncing personality and vaudeville technique, Miss De Both's success is due to the American yen for instruction, the American taste for food that appeals to the eye as well as the appetite. On this and the following pages are shown some of her tricks for dressing up a simple dish, making work in the kitchen easier, more fun.



**Good trick** to prevent dough from sticking to rolling pin is to cover pin with child's sock from which foot is cut.



**Bird's Nest Pudding** is made by filling eggshells with gelatin mixture, freezing, peeling and setting in fancy mold.



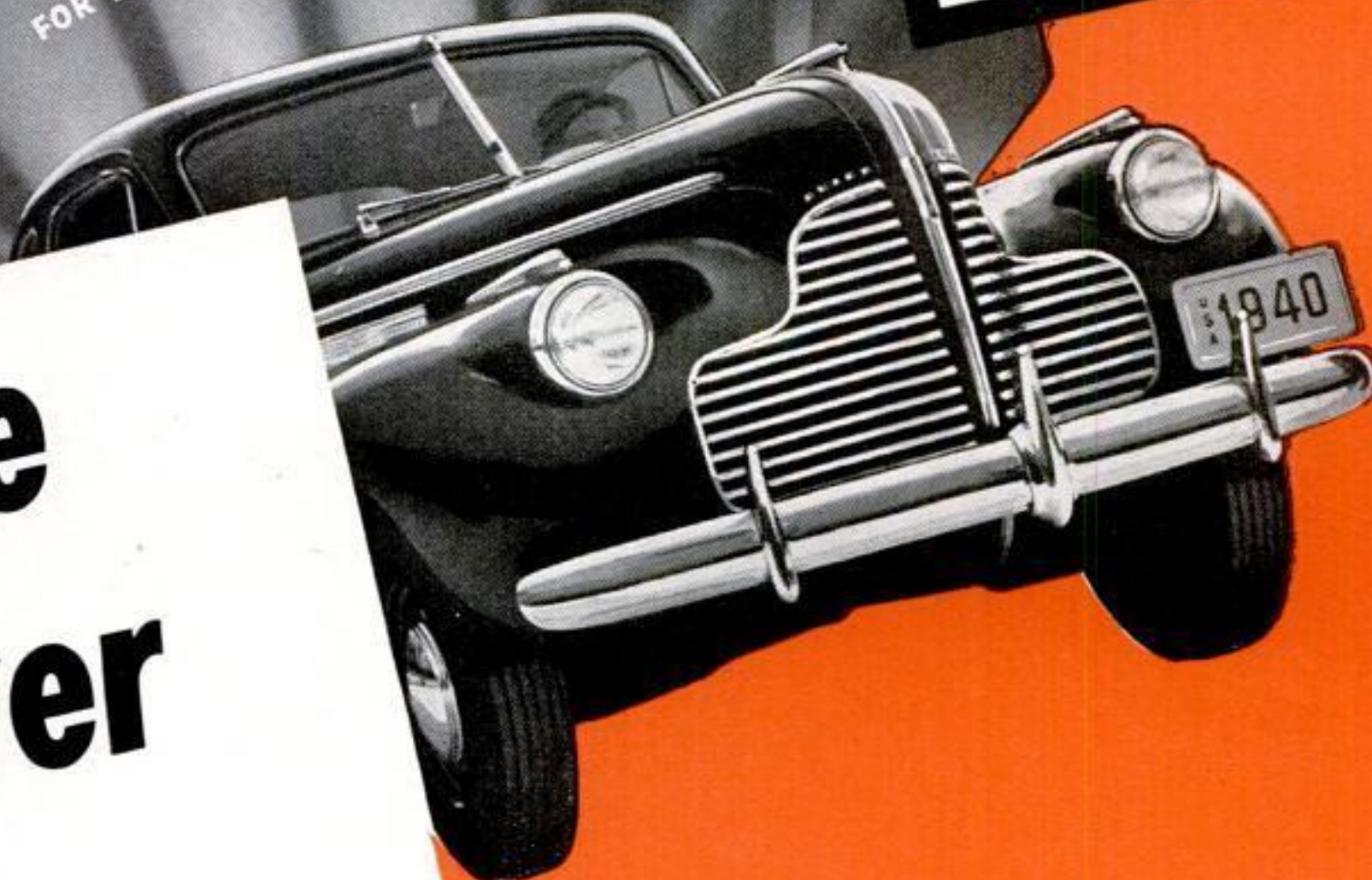
**Easy way** to make crumbs without making a mess is to roll crackers in paper bag. Crumbs are kept in bag until needed.



Selling Like Hot Cakes!  
—so Buick dealers can  
afford to make you a  
swell deal, and will!

\$895

plus  
FOR BUSINESS COUPE



# Otherwise you'll never know!

**N**O, SIR—you can't know, not until you've sampled this one—not even if you've tried a *dozen* automobiles. You haven't learned in full about 1940 values and what a really modern car should be until you've tried this Buick!

This for two reasons.

One's the car itself. So jampack full of things-you-want in style, room, finish, action and solid money's worth it's winning more buyers than ever in Buick's history.

The other is the price. Lowest ever on a car this good and able, it puts finer transportation and worlds more fun within your reach.

List prices start at \$895 ★for the business coupe delivered at Flint, Mich. Add usual charges for transportation based on rail rates, state and local taxes (if any), optional equipment and accessories and you've still got a mighty low delivered price for so much automobile. (Prices subject to change without notice.)

So why guess and why gamble? Walk in on your nearest Buick dealer and ask for that no-obligation demonstration that will open your eyes on the grandest new-car buy of the year.

*That's me!*

# "Best buy's Buick!"

EXEMPLAR OF GENERAL MOTORS VALUE

Send for: What to Look for in a Demonstration — a guide to new-car buying you can't afford to be without. Write Buick Motor Division, Flint, Mich.



**Know what you get**

**Know what you pay**

when you buy a new car on time

*figure the financing yourself*

WITH THIS CHART

GMAC PAYMENT CHART  
New Passenger Cars  
for the exclusive use of  
GENERAL MOTORS  
Dealers

GENERAL MOTORS  
INSTALMENT  
PLAN

How are you to know what you get and what you pay?

The best way to know is to figure the cost yourself—before you buy!

You can do that easily with this General Motors Instalment Plan “figuring chart”—a chart that shows in advance, in dollars and cents, the complete cost of financing your car.

Shows, also, that you get sound, low-cost insurance — protecting your car against almost every possible physical damage! Shows

how you can fit the plan to your own budget!

And this chart is so easy to understand that in a few minutes you can figure the whole transaction yourself. You can know in advance what you get and what you pay!

Send the coupon below and get your “figuring chart!” Discover for yourself that this “Open Book” plan *saves you money!*

*This plan is available only through dealers in CHEVROLET, PONTIAC, OLDSMOBILE, BUICK, LA SALLE and CADILLAC cars.*

**GENERAL MOTORS**

*You know what you get* *You know what you pay* **“Open Book”**

**Instalment PLAN**

NO SALESMAN WILL CALL

GENERAL MOTORS ACCEPTANCE CORPORATION  
1775 Broadway, New York C-4

Please send copy of the GMAC Payment Chart for car checked below.

☐ CHEVROLET ☐ PONTIAC ☐ OLDSMOBILE  
☐ BUICK ☐ LA SALLE ☐ CADILLAC

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

County \_\_\_\_\_ State \_\_\_\_\_ U. S. A.

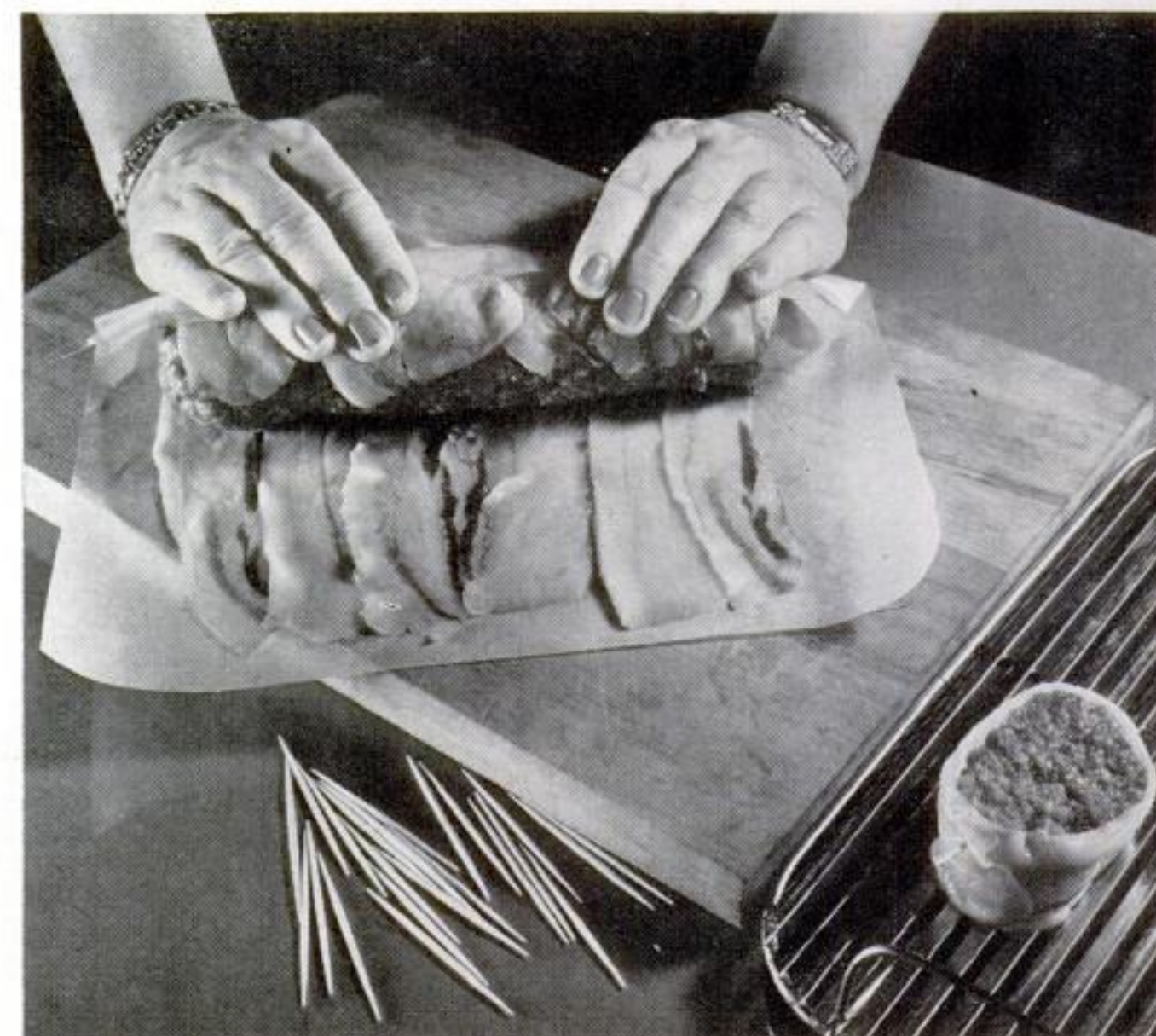
## Kitchen tricks (continued)



Twenty-four pieces are obtained from a cake 9 or 10 in. in diameter by cutting an inner circle, then slicing the outside ring in triangles, center section in wedges.



Shaping cookies with cloth-covered goblet base that has been dipped in cold water and wiped with towel is considered simpler, avoids danger of working in excess flour.



Meat patties of equal size are made easily and quickly by rolling meat into one big loaf, wrapping it in bacon strips, held with toothpicks, then cutting into even slices.

CONTINUED ON PAGE 49



# The Copley-Plaza

*suggests*

## PALL MALL

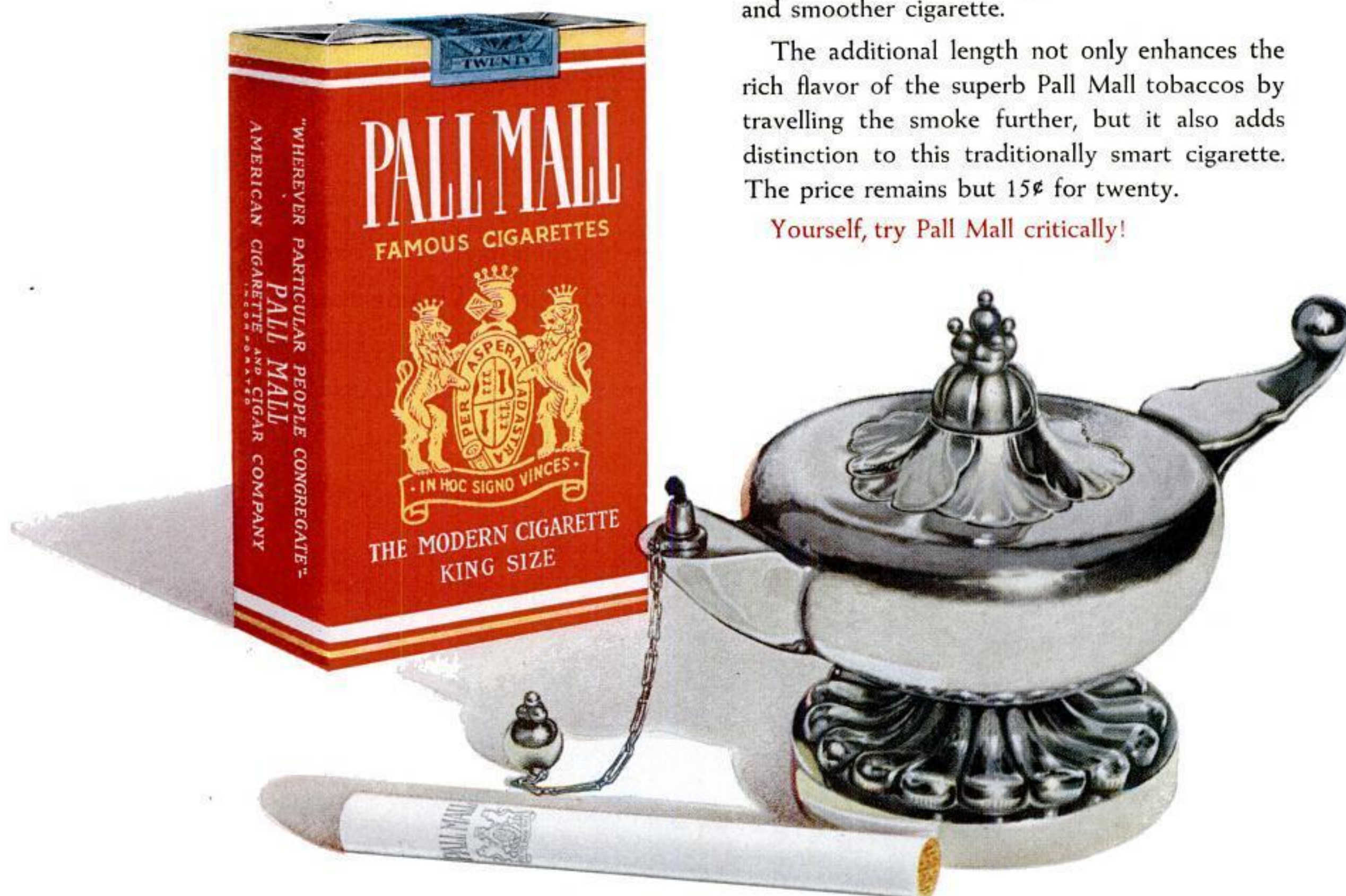
FAMOUS CIGARETTES

● THE ADDITIONAL LENGTH TRAVELS THE SMOKE FURTHER

● LIGHT UP A PALL MALL, hold it in your fingers, and notice how its additional length travels the smoke further, thus giving you a decidedly cooler and smoother cigarette.

The additional length not only enhances the rich flavor of the superb Pall Mall tobaccos by travelling the smoke further, but it also adds distinction to this traditionally smart cigarette. The price remains but 15¢ for twenty.

*Yourselves, try Pall Mall critically!*







PAINTED FOR DE BEERS BY FRANCIS CRISS

*" . . . fairer than the evening air  
Clad in the beauty of a thousand stars"*

— CHRISTOPHER MARLOWE

IN MODERN MOOD, the engaged young man more frequently contrives comparison for his love in stars of stage or screen, perhaps, than in those that blaze on high. Yet the emotion that prompts him has not changed at all. . . . To his fair girl he still hopes to bring the best of all the lovely things he may encounter in his journey through the world, beginning surely with his ring she wears. It is not unlikely that he feels as little equipped by previous experience to deal in diamonds as in stars and in poetic words. . . . Yet there is no reason why he should not select a stone that will draw praise from the lips of the experienced connoisseur. As a precaution, the advice of a reliable jeweler should be his starting point. The four factors that determine the actual value of his choice are cut, color, absence of flaws, and weight. Many jewelers will gladly assist in the purchase of a really handsome stone by extending payments over a period of months. A young man may unhesitatingly avail himself of such a privilege, for he is making one of his lifetime's most important purchases — one that will exist in unchanging glory as long as the very stars themselves endure.

DE BEERS CONSOLIDATED MINES, LTD., AND ASSOCIATED COMPANIES

#### CURRENT PRICES OF QUALITY DIAMONDS

(Exact weights shown are infrequent. Fractional weights at relative prices.)

One-half carat, \$100 to \$200		One carat, \$325 to \$600	
Two carats		(Square-cut)	
Three carats	(Marquise)		(Brilliant)
			

\$900 to \$1750

from \$1500

Size alone does not determine diamond value. Purity, color and excellence of cutting affect the prices of diamonds, regardless of weight.  
These prices do not include mounting.

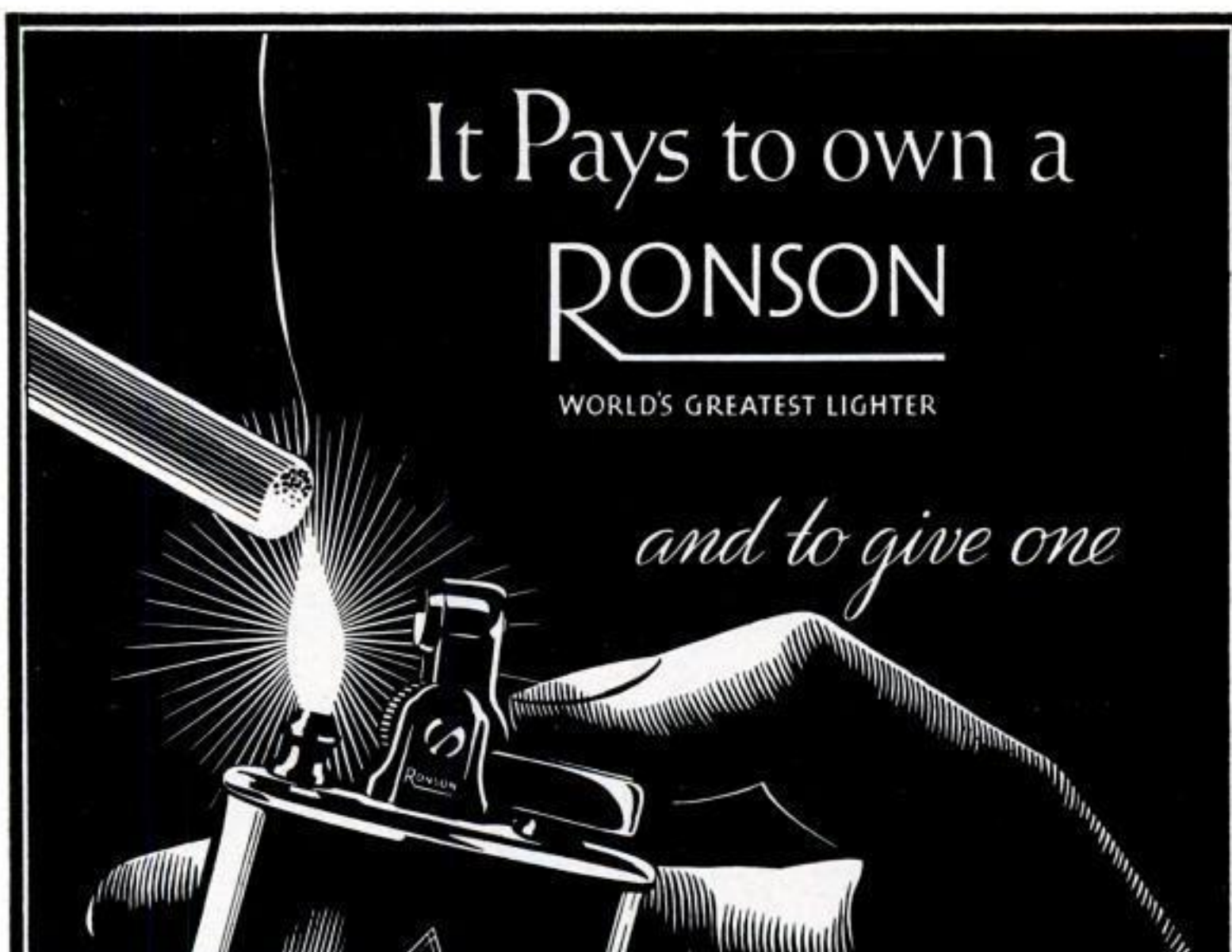




**Separating egg yolks** from whites by dipping hand into bowl and lifting out yolk beats old system of breaking egg gingerly and transferring yolk from shell to shell.



**Nested eggs** are made by scooping out even sections of any cooked meat or chicken loaf, inserting eggs into the ready space, and baking in a slow oven for five minutes.



The famous, patented RONSON action. "Press, It's Lit—Release, It's Out." Can't light accidentally. Extinguishes automatically. No match is safe. A RONSON is your best form of fire protection.



**MOTHER'S DAY**  
An ornamental RONSON table lighter will thrill mother, convenience her guests and save her furniture and linen from match burns.

**FATHER'S DAY**  
"Ask Dad. He Knows." Knows what? That he always wanted a trim, "handy" RONSON, but has been too busy buying things for others, instead.



**GRADUATIONS**  
If Jim's graduating this year, a swaggy RONSON lighter-cigarette case will give him a kick. There's a dainty one for Mary, too.

**WEDDINGS**  
The June bride. The groom. The bridesmaids, ushers. There are smart, suitable RONSONS for them all. At surprisingly suitable prices.



**BIRTHDAYS & ANNIVERSARIES**  
If you obtain happiness by giving pleasure to others—if it warms the cockles of your heart to earn sincere gratitude—then "It Pays to Give a RONSON."

Prices from \$3.75 to \$30.00

Visit RONSON Exhibit  
New York World's Fair  
Store No. 1, Academy of Sports  
on Constitution Mall.

SMART men and women prefer using RONSONS to matches. Because of beauty. Convenience. Dependability. Endurance. Because no match is safe, a RONSON is the safest and cheapest form of fire protection.

RONSON therefore is the completely satisfactory answer to "What shall I give that is exciting, handsome, practical, enduring and not too expensive?"

Go to your jeweler, department store or other fine shop. Ask to see his RONSON smokers' jewelry. You'll be fascinated by the wealth of exquisite designs for every conceivable "light-up" purpose. You'll see RONSONS for the pocket, the handbag, for every room in the home. You'll see thrilling RONSON gifts for father, for mother, for Her, for Uncle Henry, for Aunt Mary, for your last week's host and hostess, for a pal—for yourself. Gifts, Gifts, Gifts. You'll see a 1940 Aladdin's treasure of RONSON gifts. You'll see why RONSON is the world's greatest smokers' gift as well as the World's Greatest Lighter.



FREE book, "What's New in Ronson." Address RONSON, Department 59, Newark, New Jersey



## YOUNG PHILADELPHIAN IS ORDAINED A MINISTER IN THE PRESBYTERIAN CHURCH

**R**obert Edward Harvey delivered his first sermon at the age of 5. His pulpit was the landing of the front stairway of his family's home in Philadelphia. For the rest of his life he has never wanted to be anything but a minister. On the night of April 3 his ambition was realized.

In the front pew of Holy Trinity Presbyterian Church he stood facing black-gowned members of the North Philadelphia Presbytery. The Moderator, the Rev. Dr. John Muyskens, asked him the seven Constitutional Questions. In answer he made public confession of his conviction in his faith and calling. Then kneeling before the Cross, his hand upon an open Bible, he bowed his head. The Presbyters came forward, placed their right hands on his head

and proclaimed him a fellow minister of their faith.

From the beginning Robert Harvey set out to give himself a broad and thorough training in his vocation. While still in high school he organized his church's Christian Endeavor, built it to loyal membership of 50. At the University of Pennsylvania and at Princeton Theological Seminary, whence he will graduate in May a Bachelor of Theology, he has distinguished himself as a scholar in theology and the classics. He invested his savings in a summer's tour of Europe and the Holy Land, spent another summer exploring the U. S. As substitute for an ailing Philadelphia pastor, he has already had apprenticeship in the actual functions of his profession, has officiated at five funerals and delivered



**The laying on of hands** is the moment at which the candidate is ordained a minister. The Presbyters place their hands on Robert Harvey's bowed head when Dr. John Muyskens, pre-

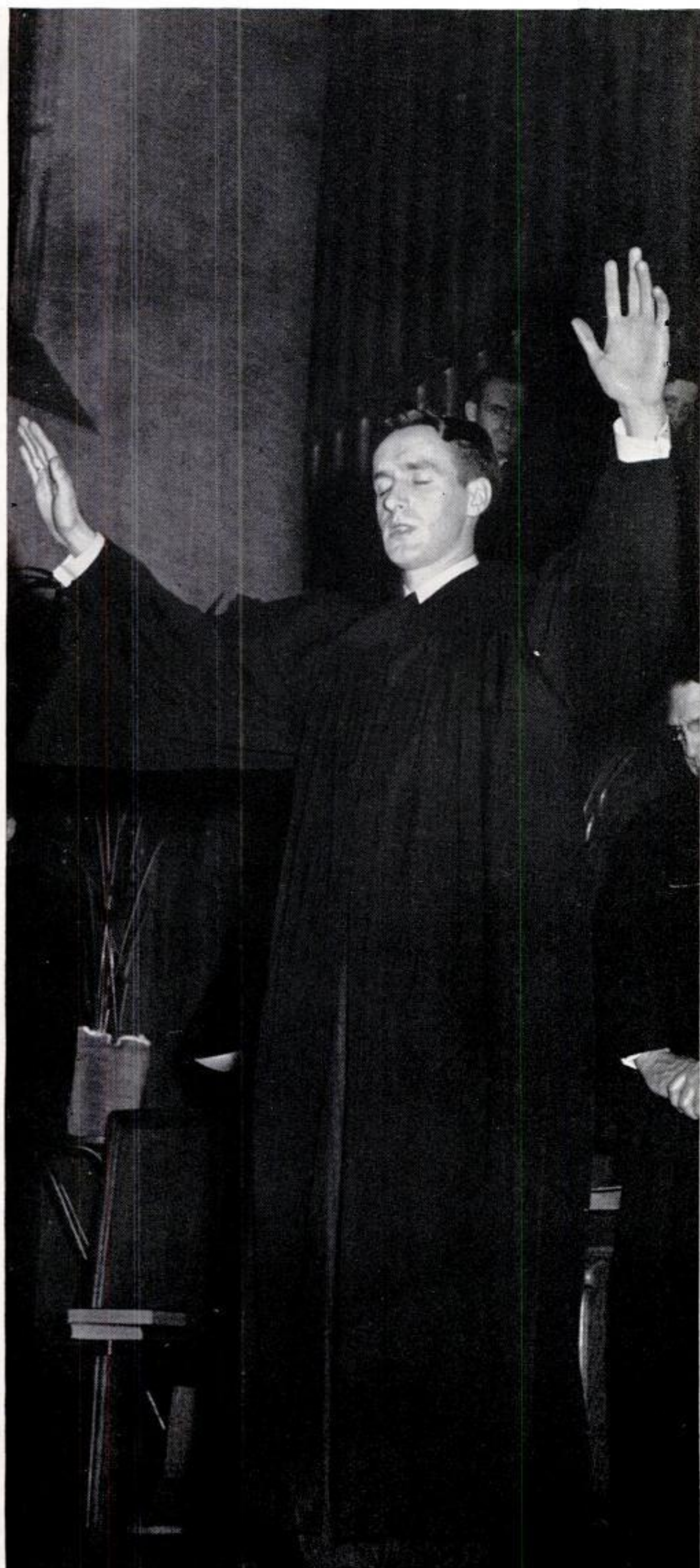
siding minister, recites the words "... upon whom we lay our hands in Thy Name, and whom we thus ordain and set apart to the holy office of the ministry." Characteristic of the

severely simple Presbyterian form of worship, ordination is not a Church sacrament. The candidate is accepted not by assent of a bishop but by majority vote of local Presbyters.



scores of sermons. His future parishioners will find also that he sings a fine baritone and plays an excellent game of tennis.

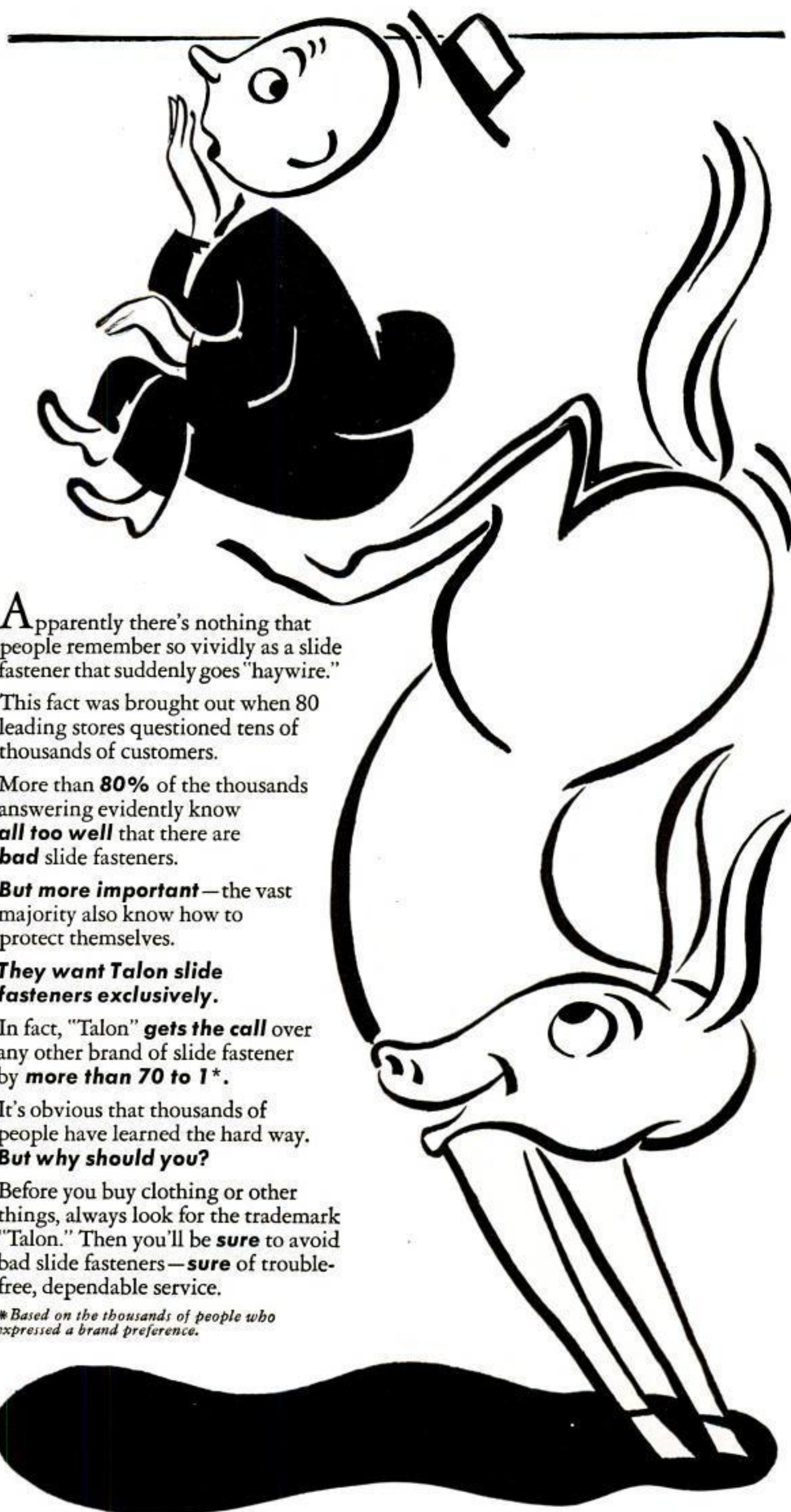
During May and June, hundreds of young men like the Rev. Robert Harvey will be ordained to the ministries of the U. S. Protestant denominations. By next autumn, in their comparatively uncrowded profession, the majority of them will be placed in pastorates. Those who possess them will be grateful for Robert Harvey's natural gifts and firm conviction. They will often find the purpose of their calling obscured in the ceaseless struggle to keep their churches in successful competition with more distracting secular institutions. They will find the ministry one of the lowest-paid U. S. professions. A young minister's first post is usually a small-town church where beginners' salaries average about \$1,500. His best post in his most active years will rarely provide him with more than his parsonage and \$2,500.



First ministerial act of newly ordained Rev. Robert Harvey was to raise his arms in the Apostolic Benediction, "The grace of the Lord Jesus Christ . . . be with you all. Amen," on the congregation of friends and relatives who witnessed his ordination.

CONTINUED ON NEXT PAGE

"It made a deep impression on me!"



Apparently there's nothing that people remember so vividly as a slide fastener that suddenly goes "haywire."

This fact was brought out when 80 leading stores questioned tens of thousands of customers.

More than **80%** of the thousands answering evidently know **all too well** that there are **bad** slide fasteners.

**But more important**—the vast majority also know how to protect themselves.

**They want Talon slide fasteners exclusively.**

In fact, "Talon" **gets the call** over any other brand of slide fastener by **more than 70 to 1\***.

It's obvious that thousands of people have learned the hard way. **But why should you?**

Before you buy clothing or other things, always look for the trademark "Talon." Then you'll be **sure** to avoid bad slide fasteners—**sure** of trouble-free, dependable service.

\*Based on the thousands of people who expressed a brand preference.

BECAUSE IT'S THE DEPENDABLE SLIDE FASTENER, PEOPLE PREFER

"TALON" 70 to 1\*

Reg. U. S. Pat. Off.



TALON SLIDE FASTENER • MADE BY TALON, INC., MEADVILLE, PENNSYLVANIA  
Reg. U. S. Pat. Off.



This is the girl who  
was frantic at eight

The crowd was all set for a whirl at the Fair—and Mary was dying to go! But frolic on a night like this? Impossible! (You know how awful chafing can be at "certain times.") Then ...



Here is the friend who  
helped set her straight

Sally to the rescue! "Why put up with that torture!" she stormed. "Get your scissors—while I hustle out for my Modess—and I'll give you a lesson in *comfort*!" And ...



Snip! Went the shears.  
"It's softer!" she cried

The minute Sally cut into Modess, Mary's eyes flew open. No papery folds in Modess—but downy *fluff*! Fluff as soft and airy-light as a powder puff!



Now she takes "difficult  
days" in her stride!

Now look at Mary—the picture of comfort and carefree fun—thanks to Miracle Modess! Do you wonder it's winning more new users than any other napkin?



Get curious! Get comfortable!

Cut a napkin made of papery folds—then cut a Modess pad—and feel the difference! Modess is made of *fluff*—not close-packed layers—but fluff as soft as down! A miracle of protection for you! A miracle of comfort! Then ...

*Fluff is softer!*

Modess is made of fluff... instead of  
papery folds

Press that fluff—see how it yields. That's why Modess molds to the body so smoothly without bulk—why it stays flat where you want flatness! Thanks to "moisture zoning," Modess stays softer, too. And its moisture-resistant backing makes it safer!

Get the New Miracle Modess



## Ordination (continued)



Divine worship precedes ceremony of ordination at Holy Trinity Presbyterian Church. Robert Harvey sits alone in front pew. Two pews behind sit his mother and father. Holy Trinity, Harvey's home church, is equipped as a community center.



Constitutional Questions asked by the Rev. Dr. John Muyskens are answered by Robert Harvey standing at his place in front pew. Candidate must affirm his faith in the Presbyterian creed, his allegiance to Church and his conviction in his calling.



Candidate Robert Harvey just before ordination, kneels before Cross, places hand on Bible, which is opened to passage of his own selection, *Micah 6:8*. Presbyterian candidates plan details of their own ordinations with a Presbytery committee.

CONTINUED ON PAGE 54



# CAMP

# NATIONAL POSTURE WEEK, MAY 6th-11th

## Stand up and Live...



When you slump, even the best proportioned figure looks heavy and ungraceful. Slumping posture affects your health too. When vital organs are crowded out of place and bones are thrown out of alignment, your intricate internal system cannot function properly. Muscles strain and stretch. It's tiring to slump.

Gain height when you stand erect. As shoulders lift, the chest goes into proper position. You breathe freely, feel rested, gain new energy. Many women find that Camp Supports help improve their posture. Light in weight, available in beautiful fabrics, a Camp Support lifts you up, helps you enjoy health and beauty.

The famous Camp Transparent Woman Exhibit, seen by seven million persons, including sixty thousand physicians, is an object lesson in good posture. On view at the New York Museum of Science and Industry, Rockefeller Center, until November. See it when in New York.



Good posture improves appearance, aids health and beauty. And now comes National Posture Week . . . time to consider your own posture and *do* something about it. Visit a Camp dealer this week. Consult personally with their expertly trained corsetiere and let her show you how the scientific support of a Camp garment will give you a new feeling of fitness and comfort. For more than 30 years, Camp Supports have helped women to enjoy better posture, to look better and feel better. If you have difficulty in maintaining good posture, if you are overweight or underweight, suffer from backache or fatigue, a Camp Support will help give you more energy to enjoy your daily activities. Of course, in cases where you suspect that some specific condition is causing trouble, consult your physician. But in any event, go this week to the store that carries Camp Supports. See for yourself how much one can mean to you.



Physicians recommend Camp Supports. Anatomically designed, they help keep organs, bones and muscles in position, aid good posture and general well-being.



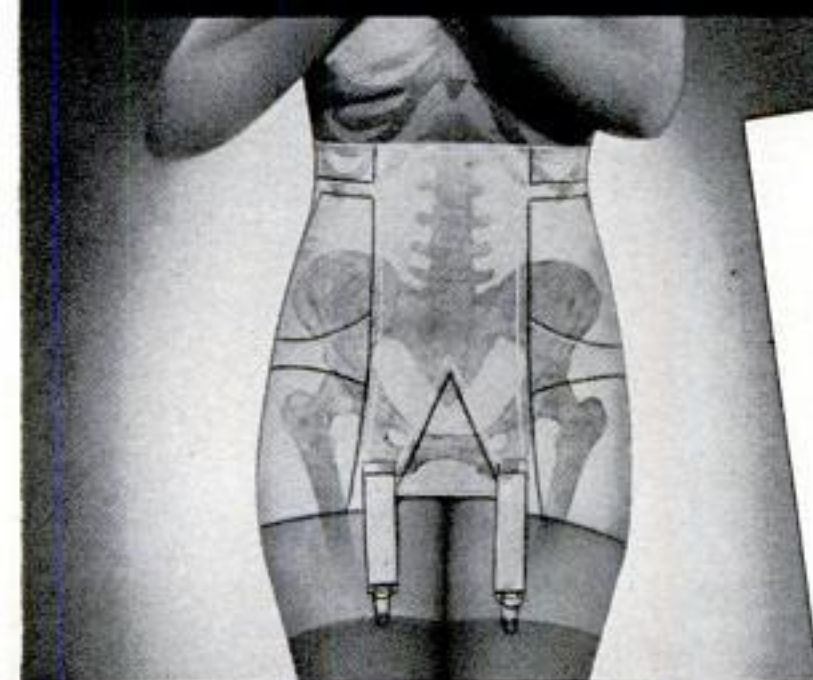
Corsetieres know the comfort and satisfaction which women enjoy from wearing a Camp Support. Camp garments are always fitted by trained experts.



"Couldn't be here now," guest tells hostess, "if I hadn't worn a Camp Support while shopping." Camp garments ward off fatigue caused by strenuous activity.



Carries on happily. Household duties are less tiring when a Camp Support helps prevent strain. This wise wife greets husband at night rested and smiling.



Designed along life lines, Camp Supports are recommended and prescribed by physicians for general wear, maternity, postoperative, and other needs.

## CAMP Supports

are sold in leading stores everywhere—never by door-to-door canvassers.

Authorized  Service

Copyright 1940, S. H. Camp & Co.

S. H. CAMP & CO. • JACKSON, MICHIGAN • NEW YORK; CHICAGO; WINDSOR, ONT.; LONDON, ENGLAND  
World's largest manufacturers of Scientific Supports



# Here's JACK DEMPSEY "counting out" a HEADACHE...



**BROMO-SELTZER IS THE CHAMP OF HEADACHE REMEDIES. IT DOES MORE FOR ME THAN ANYTHING ELSE I'VE TRIED!**



## PLENTY OF HEADACHES IN JACK'S BUSY LIFE...

Dempsey referees fights all over the country... supervises 2 popular restaurants. "Sure I get headaches," says Jack, "but Bromo-Seltzer counts 'em out. It helps my nerves and stomach, too." Jack always keeps Bromo-Seltzer handy at his office.

## HOST TO A MILLION!

Two happy kids get Jack Dempsey's autograph (right). At his New York restaurant, Jack has been host to over a million people. One of the nation's heroes and one of millions who find Bromo-Seltzer gives more all-round headache relief!



## Why BROMO-SELTZER does more for you than simple pain relievers can

● Headache is a sign that your system is upset in some way. If your headaches are frequent or persistent, see your doctor. But for ordinary headaches... these may be NERVOUS or DIGESTIVE... Bromo-Seltzer does more than simple pain relievers can. Here's how it helps you:

1. RELIEVES PAIN—pleasantly and fast
2. STEADIES NERVES—relaxes nervous tension
3. SETTLES STOMACH—relieves nausea

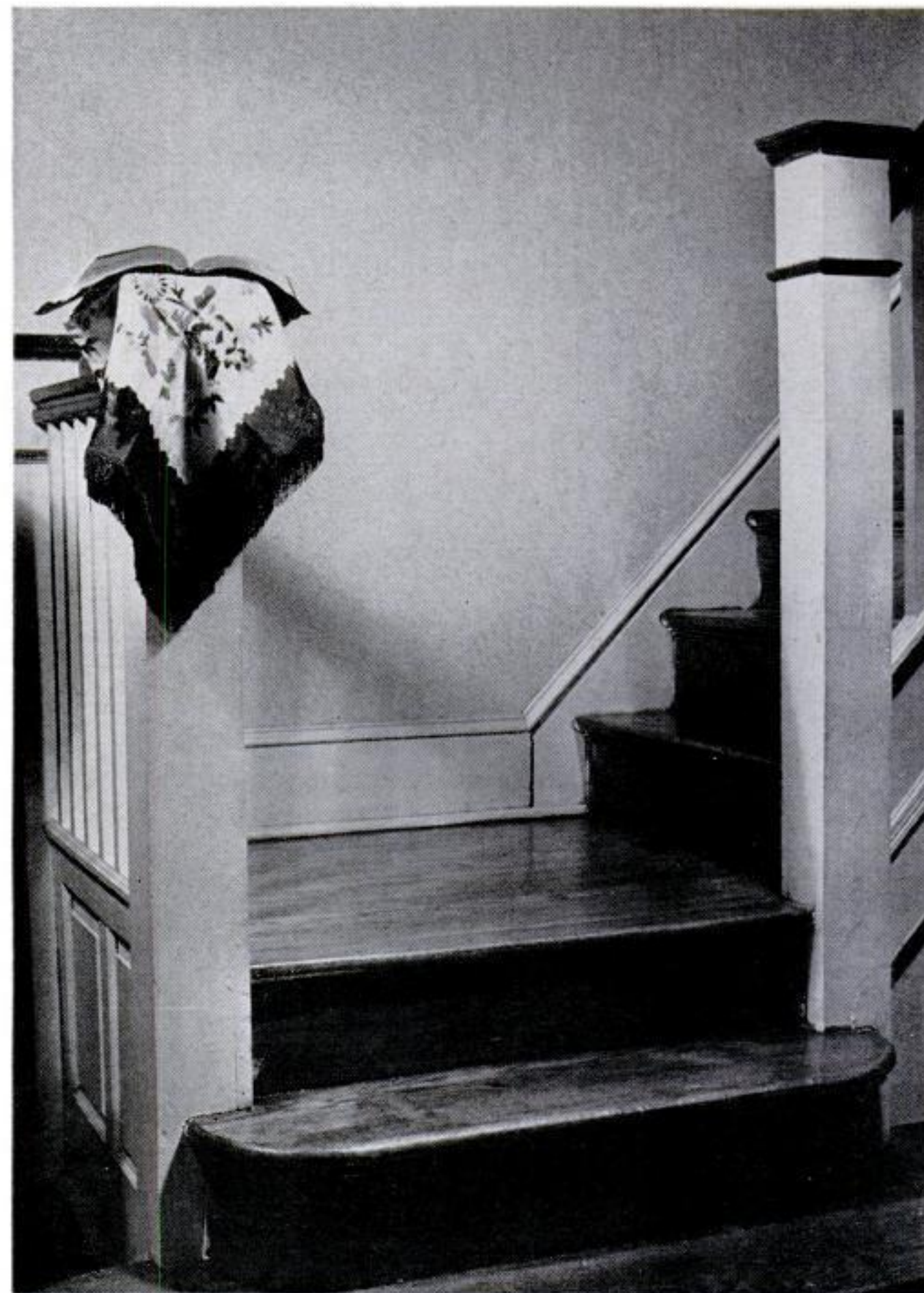
For over 50 years, millions have relied on Bromo-Seltzer. Follow directions on label. At drugstores, soda fountains. Keep it at home, too.



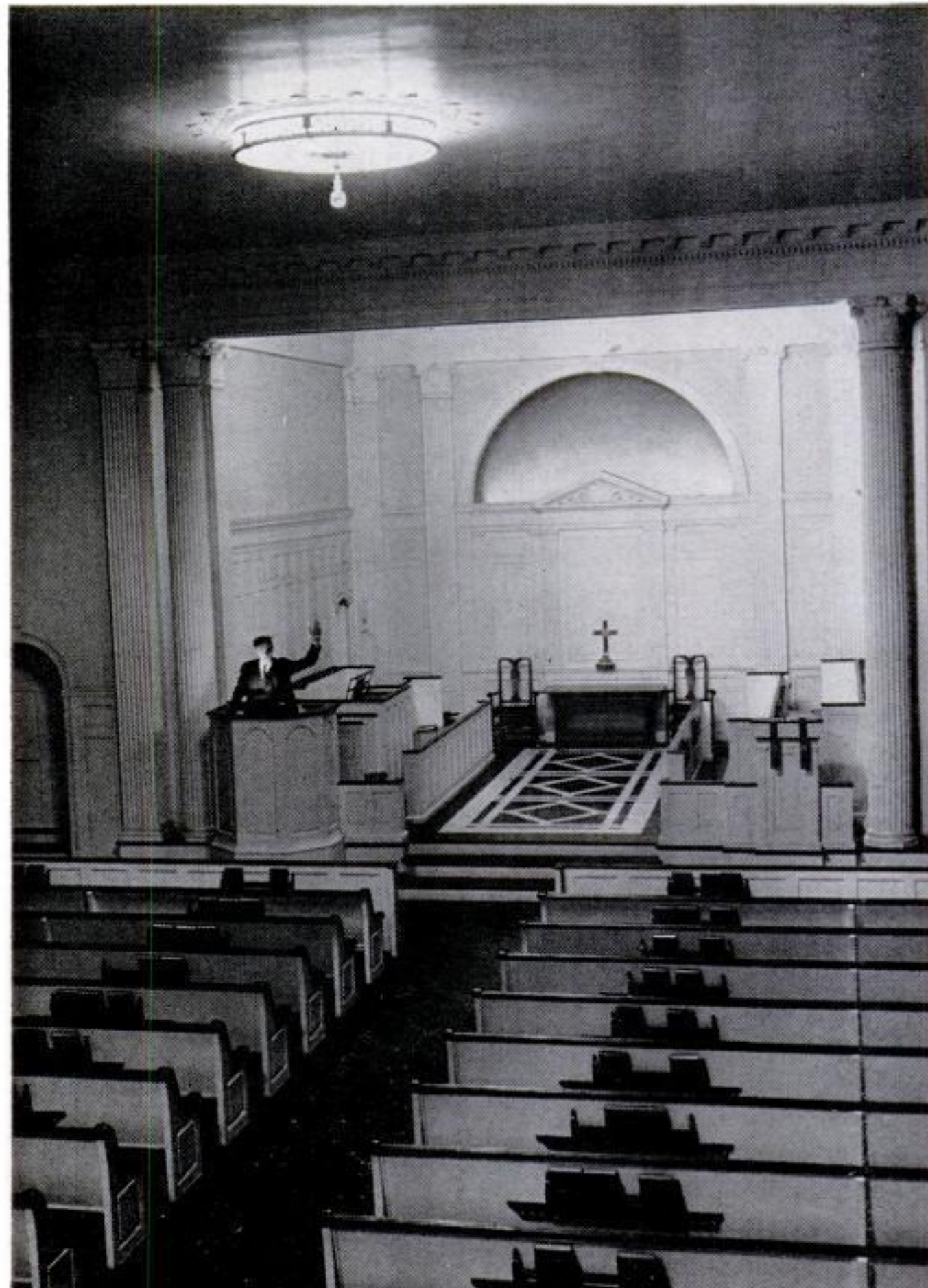
# BROMO-SELTZER

Liked more because it does more for headache

## Ordination (continued)



First pulpit from which Robert Harvey preached is this stair-landing in his Philadelphia home. On night of his ordination, his mother placed open Bible on banister.



In empty chapel of Princeton Theological Seminary, Robert Harvey delivers a practice sermon. Preacher Harvey had addressed many full churches before ordination.

CONTINUED ON PAGE 56





## SOUGHT *or* SUFFERED?

Sure — he's a grand fellow. At the beach, on a fishing or hunting trip, at bridge or a party, he's a star. But today, the way he plays it, GOLF isn't his best game. And, frankly, fellows who shoot in the nineties or better don't welcome his kind of game as a steady diet, no matter how dear a friend he may be.

After all, the boys at the club are his friends. They invite him to join them (or suffer his presence if he's that kind of fellow). But they sacrifice their own pleasure—no doubt about that—because they haven't the heart to tell him.

Do you frequently find yourself in the embarrassing position of the man in the picture? Then why not take time to learn to play the game correctly? Your Golf Pro can easily improve your game. First, he will help you choose the proper clubs. Then, he will teach you how to *use* your clubs and play your shots properly. And that's the only way you will ever learn to make your ball do as you wish.

Golf is a grand game. But to enjoy its thrills you must learn to play it *correctly*. Going out each week and merely banging away without expert guidance cannot develop a good game for anyone. So what do

you say? Do you want to quit being self-conscious? Do you want to play the kind of golf that will command respect and make you *sought* instead of merely *suffered*?

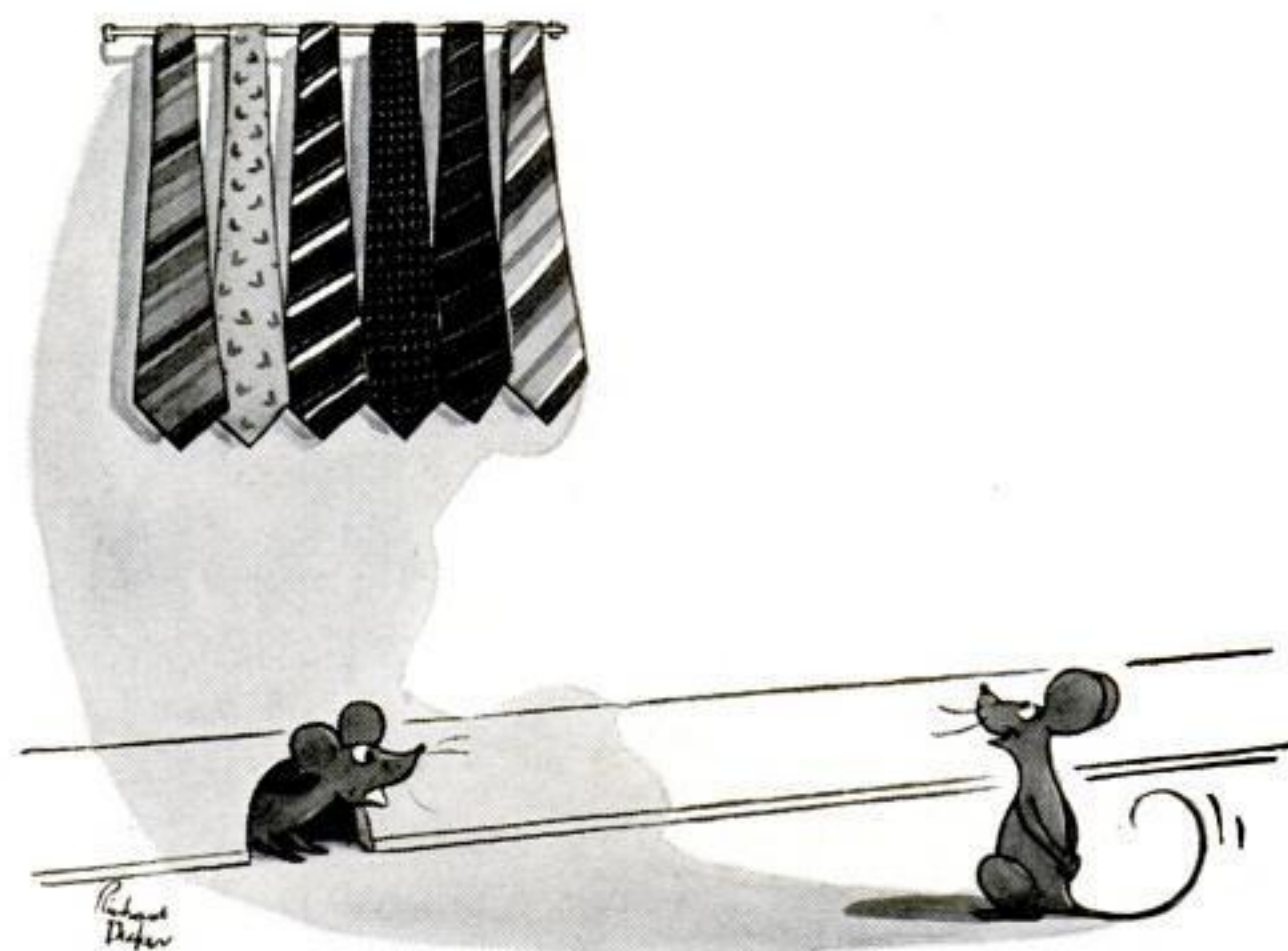
Then see your Golf Professional and arrange to take lessons. Learn *how* to play. You'll be surprised how much easier the game will become—how quickly you'll lower your scores.

Quit being the *goat* of your crowd. Learn how to play and surprise those self-satisfied, superior pals of yours.

Wilson Sporting Goods Co., Chicago, New York and other leading cities.

*Give your natural ability a chance*  
**Take Lessons from Your Golf Professional**





*"Are you going to spend the whole night  
admiring those Arrow Ties?"*

•Mice and men and women, too—*everybody* admires Arrow Ties! Arrows always have fresh, smart patterns, designed to go perfectly with your suits and shirts. They tie into neat, dimpled knots; they're *wrinkle-resistant!* Get some at your Arrow dealer's now. \$1.00, and \$1.50.

## ARROW TIES

*As Outstanding as Arrow Shirts*

*Made by Cluett, Peabody & Co., Inc.*



*"Traffic's always tied up at this corner...  
since O'Leary started using Mennen Skin Bracer!"*



*The gals go for it...the intriguing odor of Mennen Skin Bracer. And, boy, how a few drops soothe and refresh your face! Then follow up with Mennen Talcum for Men. Neutral tint—doesn't show. Try both these swell after-shave products and you'll know why they're the world's most popular!*

*Swell for electric shaving, too.*

**TRY THE 3-STEP MENNEN SHAVE—SHAVE CREAM—SKIN BRACER—TALCUM FOR MEN**

## Ordination (continued)



**Father and mother** of Robert Harvey are Leon and Laura Harvey. Mr. Harvey is by profession an expert engraver. Church members, they are proud of their son's calling.



**Harvey's home** is this house in North Philadelphia. Here he spends weekends preparing sermons. Family moved here 20 years ago from Buffalo where Robert was born.



**In his study** Robert Harvey works under tapestry depicting a French hunting scene, which he bought in Jerusalem. He is an accomplished scholar of Greek and Hebrew.





**IT'S A SMALL WORLD** for Nash's 99 H.P. Manifold-Sealed Engine. On the flat, it flashes you from 15 to 50 MPH in 12.9 seconds, *high gear*. Exciting New Fourth Speed Forward saves up to 20% on gas—has Automatic Overtake for quick passing pickup. More than 2000 Nash dealers, coast to coast. See yours today.



**IT'S ALL VELVET** wherever you go thanks to Nash's Arrow-Flight ride, *double frame chassis*. At night you're safe and snug in your Convertible Bed. Make today the day you drive a new Nash.

## The One You've Always Wanted

*IT WILL BE* one of those things you try to tell about and suddenly lack words to express—this day *you* drive a Nash.

It all begins when you first catch sight of its long, speed-sculptured lines. The instrument panel, you observe, looks as if it means business. You're startled to learn there's even a Convertible Bed in the back.

But, on the whole, you are rather calm—then, things begin to happen!

At throttle touch, an engine you can hardly hear whirls you ahead. The first gear feels like the usual second . . . the second like third. And the third gear—like nothing you've ever known!

Suddenly there's a click, the engine seems to rest—but, strangely enough you're going faster. This is Nash's Fourth Speed Forward—swift as a swallow, smooth as the feathered glide of a hawk.

A hill ahead!—at throttle touch, the Automatic Overtake releases *all* the fury of Nash Manifold-Sealed power.

Around a turn, dust hangs over the road. A detour! But as you watch, ruts and bumps rush up—then flatten out beneath your Arrow-Flight springing. And the air you breathe stays fresh and clean, thanks to the automatic Weather Eye.

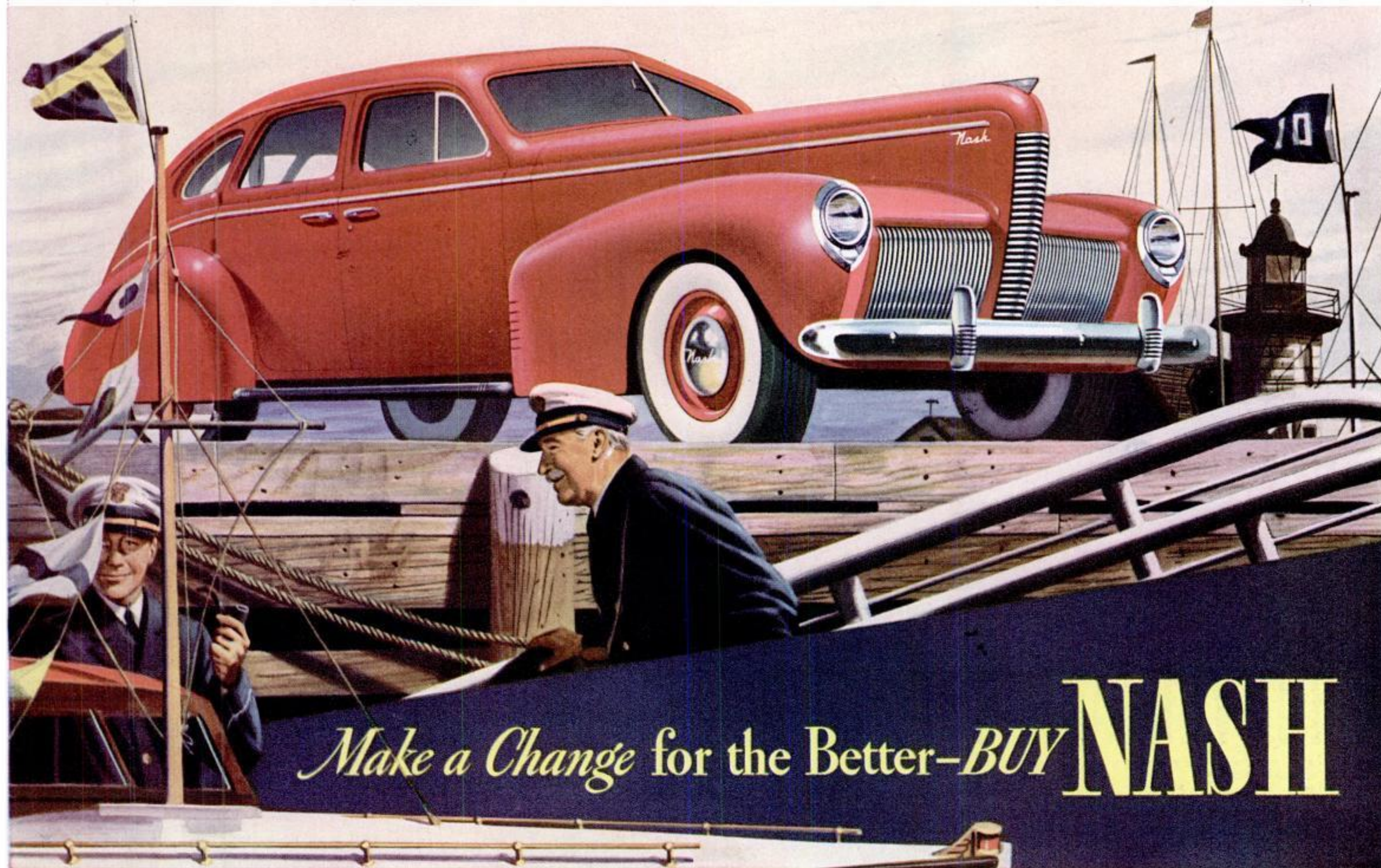
The last car dwindles behind, and you're alone at last. As trees merge into two walls of speeding green—you know in your heart that *this* is the one you've always wanted.

• • •

Like all fine things, a Nash is built to last far beyond the service you expect. A 7-bearing crankshaft, a double-framed chassis—are not usually found in other cars . . . and never at Nash's price.

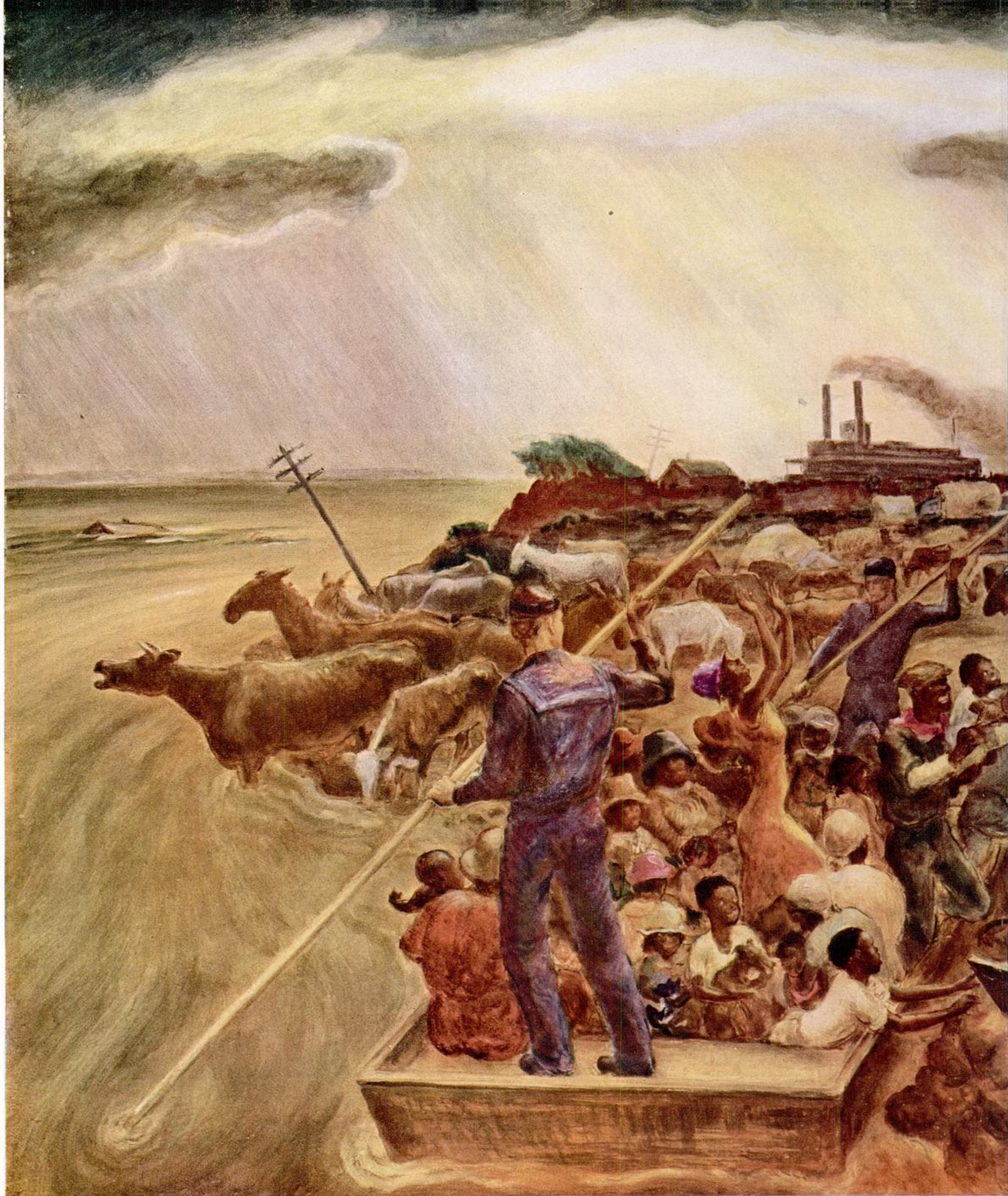
Big as it is, this Nash beat all others in its class in the 1940 Gilmore-Yosemite Economy Run (23.76 miles a gallon)—so the extra fun costs you nothing.

The privilege of driving a Nash is yours to have, ours to offer—any time you 'phone. Why not call up today?



Make a Change for the Better—**BUY NASH**





# HOOVER AND THE FLOOD

A painting for LIFE by John Steuart Curry

It is no accident that this masterly painting of the great Mississippi flood of 1927 recalls familiar battlescapes, crowded with grim fighters, anguished victims and a commanding general calmly surveying the scene of action. In its colossal, long-drawn terror and devastation, and in the rallying of the nation's forces to meet it and succor its victims, the flood resembled war far more than it did an ordinary catastrophe. "The officers connected with the relief work," wrote a major of Army Engineers afterward, "invariably found it more like warfare than any duty they had had since the World War. The enemy was a foe that never slept, that took advantage of every flaw in the armor, that could not be overawed or outfought." And no victory in battle ever launched a general more surely into political power than the flood launched Secretary of Commerce Herbert Hoover, generalissimo of





the relief forces, into the Presidency the following year. For that able public servant, shown here at right between Army and Red Cross aides, the monstrous catastrophe came as a literal "tide in the affairs of men, which, taken at the flood, leads on to fortune."

The flood, which Mr. Hoover called "the greatest peacetime disaster that the United States has ever known," was no swift and unforeseen stroke of doom like the San Francisco earthquake or Chicago fire, or one of Artist Curry's own Kansas tornadoes. Over nearly all of the great inland basin, drained by the Mississippi and its tributaries, which comprises two-fifths of the nation's area, heavy rains began falling in August 1926. In October the Neosho and Illinois Rivers burst their banks. In December the Tennessee and the Cumberland overflowed, followed by the

Ohio in January. Through the winter, abnormal rains persisted, day after day, week after week. Then came spring, with still more rain and a thawing sun to release the moisture from the sodden soil.

From its source in Little Elk Lake in northern Minnesota, the Mississippi flows shallowly through many a marsh and lake until it reaches the Falls of St. Anthony at Minneapolis, then drops for 460 miles into a channel 400 to 600 ft. below the level of the surrounding prairies. But at Cape Girardeau, Mo., the bluffs fall back and, for a meandering 1,700 miles to the Gulf, the great river, hemmed in by levees, flows through a self-made, 50-mile-wide alluvial plain whose level is often actually lower than the river's. It is this plain, especially below Cairo, Ill., where the Ohio joins its tons of water to the Mississippi's, which has been immemorially flooded



# BEST NEWS OF THE DAY!... NEWEST IMPROVEMENT IN INLAID LINOLEUM!

*at a price that makes  
it easy to own*

**"EXTRA LONG WEARING"** Nairn Treadlite Inlaid Linoleum has an exclusive Built-in Rubber Cushion... Waterproof Felt Backing that ends rotting. An exclusive Factory-Applied Adhesive Back that gives an especially strong, long-wearing installation!

**"SO MUCH SMOOTHER"** Make the "fingertip test." Feel the surface of Nairn Treadlite Linoleum. Smoothest linoleum ever made. Easier to clean. Nairn Treadlite, with its Built-in Rubber Cushion, is so quiet, so comfortable underfoot.



**"SUCH LOVELY PATTERNS"** Don't let the popular price mislead you... Nairn Treadlite is genuine inlaid linoleum. Its colors go clear through to the backing—won't fade or wear off. See the new patterns for 1940 at your dealer's today... all created by America's foremost linoleum designers!



You spend so much time in the kitchen — why not make yours as colorful and cheerful as this? Here, Nairn Treadlite pattern No. 9086 sets the light, cheery atmosphere for the whole kitchen. See this and the many other Treadlite patterns at your dealer's now!

If you had all the money in the world... if you searched all four corners of the earth... you couldn't buy a value in inlaid linoleum to match this new Nairn Treadlite.

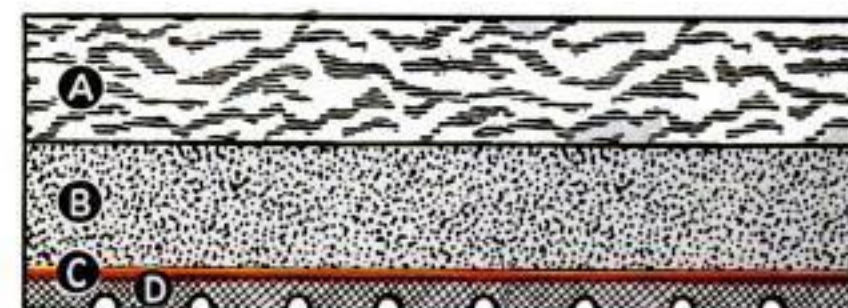
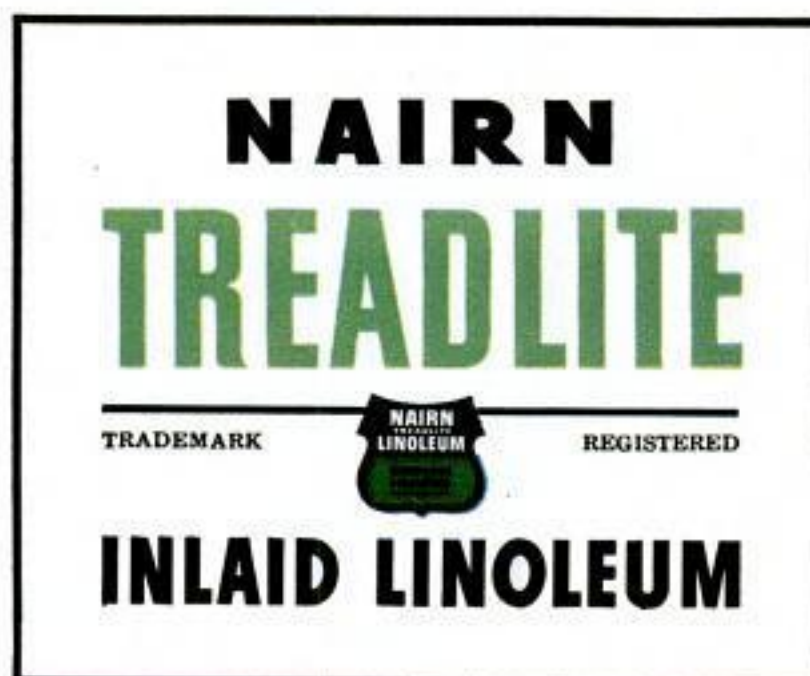
It's a development that benefits you in two entirely new ways:

First, it gives you longer wear, protection against rotting, a far smoother surface, and *real* walking comfort.

Second, it brings you these improvements — *not* at higher cost, but at a genuine economy price.

Examine this unprecedented inlaid linoleum—see the wide array of beautiful patterns—at your dealer's. Then you'll understand why Treadlite is America's fastest-selling inlaid linoleum.

CONGOLEUM-NAIRN INC., KEARNY, NEW JERSEY



**NO OTHER INLAID LINOLEUM AT ANY PRICE  
GIVES YOU ALL THESE ADVANTAGES:**

(a) Genuine Inlaid Linoleum; (b) Waterproof, Rotproof Felt Backing; (c) Exclusive Built-in Rubber Cushion; (d) Factory-Applied Adhesive on back. It's the only "completely factory-fabricated" linoleum—all ready to be laid direct to the under-floor. (No other accessories to buy.)



## "Hoover and the Flood" (continued)

whenever spring rains swelled the river to bursting. It was through this rich-soiled, densely populated plain that warnings went out in the rainy spring of 1927 of the approach of the greatest flood in the Mississippi's history.

It came not with a sudden rush but as a gigantic yellow octopus crawling slowly forward, blind, resistless, without mercy, swallowing everything in its path. Thirty-five miles a day the flood crest moved southward, bearing a litter of uprooted houses, barns, trees, chicken coops, drowned bodies. Frantically men worked day and night from Cairo to the Gulf, raising and strengthening the levees. But this was a flood like none that had gone before: 56.4 ft. above low water at Cairo, 56.8 at Helena, Ark., 60.4 at Arkansas City, 58.4 at Vicksburg, 56.7 at Natchez. It burst the first levee at Laconia, Ark. on March 29. Others followed fast. The cities perched on the occasional bluffs escaped worst damage, and New Orleans was saved at a sacrifice of two adjoining parishes by dynamiting the levee at Caernarvon, but the low-lying towns and farmlands were engulfed. Under the yellow waters went an area as big as Massachusetts, Vermont and New Hampshire combined.

Nearly everybody had time to flee before the flood or found refuge on roof and hill tops until rescue boats arrived, and comparatively few lives (246) were lost. The flood struck the homes of three-quarters of a million people and some 500,000 of them were left destitute. The nation rallied to their help. The Red Cross raised \$17,000,000, and 154 refugee camps, some housing as many as 21,000 people, sprang up along the flood's edges. Effective medical service nipped dreaded epidemics of typhoid and other diseases in the bud. The Federal Government spent \$2,500,000 to send the Army Engineers, Coast Guard, Lighthouse Service and Navy—with hundreds of boats—to the rescue. Railroads, corporations and organizations like the National Guard and American Legion contributed heavily in supplies and services.

In the midst of all this humanitarian activity, boating up & down the river in his blue serge and high hard collar, appeared Herbert Hoover as co-ordinator-in-chief by appointment of President Coolidge. For him, it was the chance of a lifetime. When he had bid for the Presidency in 1920, the politicians had turned him down flat as a political tyro, despite wide popularity won by his War work. But now he had six years of Cabinet service behind him, and the one thing he needed to dramatize himself as a potential President was an opportunity to display at home the same humanitarian spirit and organizing genius that he had shown in feeding hungry Belgians and Russians during and after the War. The bevy of reporters, news photographers and newsreel cameramen who accompanied him on his flood tours made the country thoroughly Hoover-conscious.

When the flood waters subsided in May and June, they left a crippled South. They left over 16,000,000 acres of sodden land, much of it unfit to bear crops for another year. They left 543,295 people who had lost nearly their all. They left the drowned bodies of 9,305 horses and mules, 26,451 head of cattle, 127,983 swine, 1,010,375 poultry. The total loss was finally estimated at a staggering \$270,000,000. They also left Herbert Hoover primed to march straight to the White House, there to function in glory a bare seven months until a man-made flood of Depression far more disastrous than any flood of God came to sweep him out.



JOHN CURRY

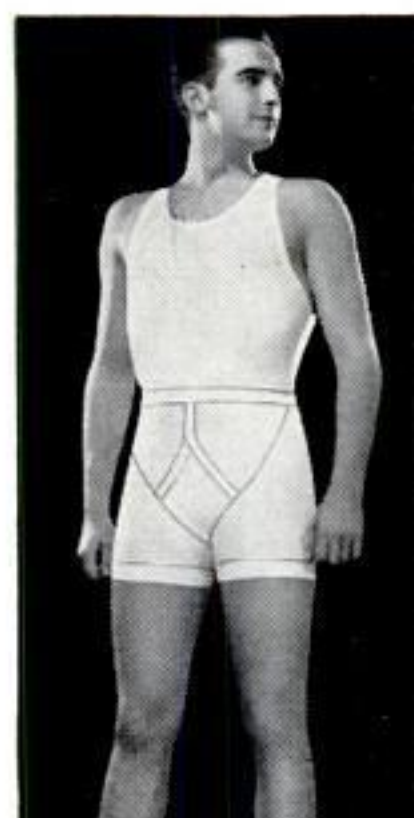
When John Curry's *Hoover and the Flood* arrived in LIFE's offices as part of this magazine's series of paintings on recent American History, the oil paint was still wet on it. Most recent of Curry's work, it was done this spring while he was completing his fourth year as artist-in-residence at the University of Wisconsin. Curry's five-year appointment specified he should do his own work and mingle with students to stir their interest in art.

Curry was born 1897 and grew up on a Kansas farm where he was "up at 4 o'clock the year round, doing half a day's work before we rode to town on horse-

back to our lessons." This country background gave vigor to his paintings of Kansas cyclones, circuses and his new murals of John Brown for the Kansas State Capitol (LIFE, Dec. 25). John Curry is famous not because he always paints the American scene but because he always paints it well.



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**A Squirmer Is  
Never Well Dressed...**



Price, 50c and up, a garment

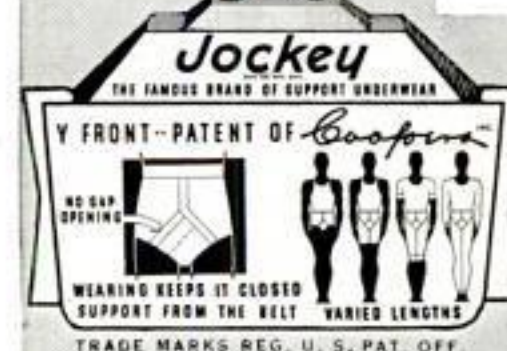


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Dress up for Spring, but don't spoil the effect by squirming. Give that new suit the proper foundation! Jockey's patented Y-Front construction fits the male figure everywhere, gives mild, restful support, eliminates squirming, assures convenient no-gap opening. No bulk, no bind, no buttons to rip off. Knitted to let your skin breathe. Two-piece. A leg length, weight and fabric for every occasion. In all cotton, rayon and linen-cotton mixtures. Contoured shirts to match. Start your Jockey underwear wardrobe now. Children's sizes down to 6 years.

**EASY TO REMEMBER Jockey**

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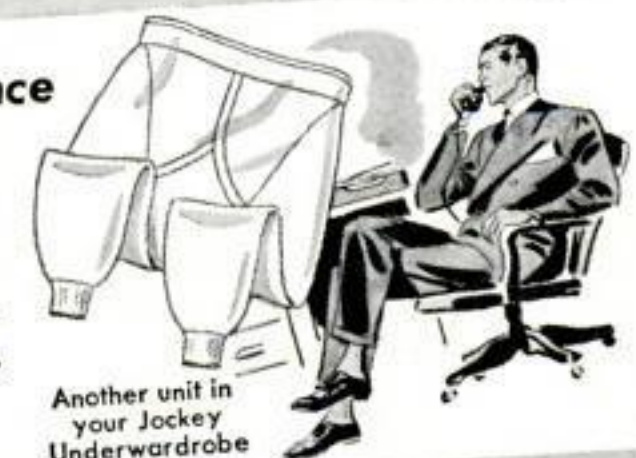


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BEFORE A BOUT, JOANNA DE TUSCAN RAISES HER FOIL IN TRADITIONAL FENCING SALUTE

JOANNA IS "EN GARDE," IN PERFECT BALANCE AND READY FOR THE BOUT TO BEGIN



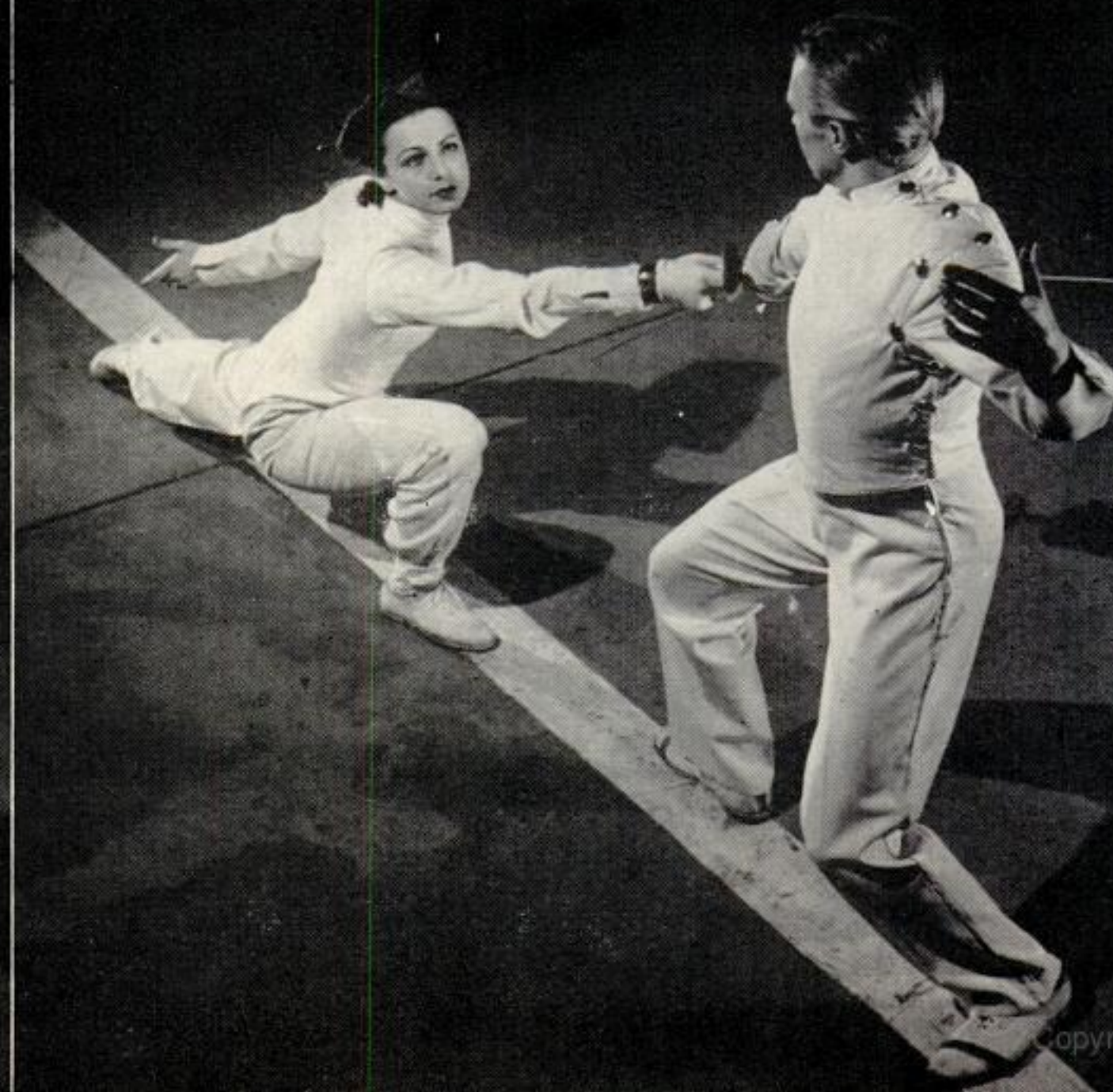
THE DE TUSCAN FENCE.

MINIATURE BULBS IN FOIL TIPS SHOW PATH

# Fencing

A DEXTEROUS DETROIT BRUNETTE SHOWS HOW A GIRL CAN USE THE FOILS AND KEEP BEAUTIFUL

AS JOANNA ATTACKS, BELA PARRIES ADROITLY AND DEFLECTS HER FOIL





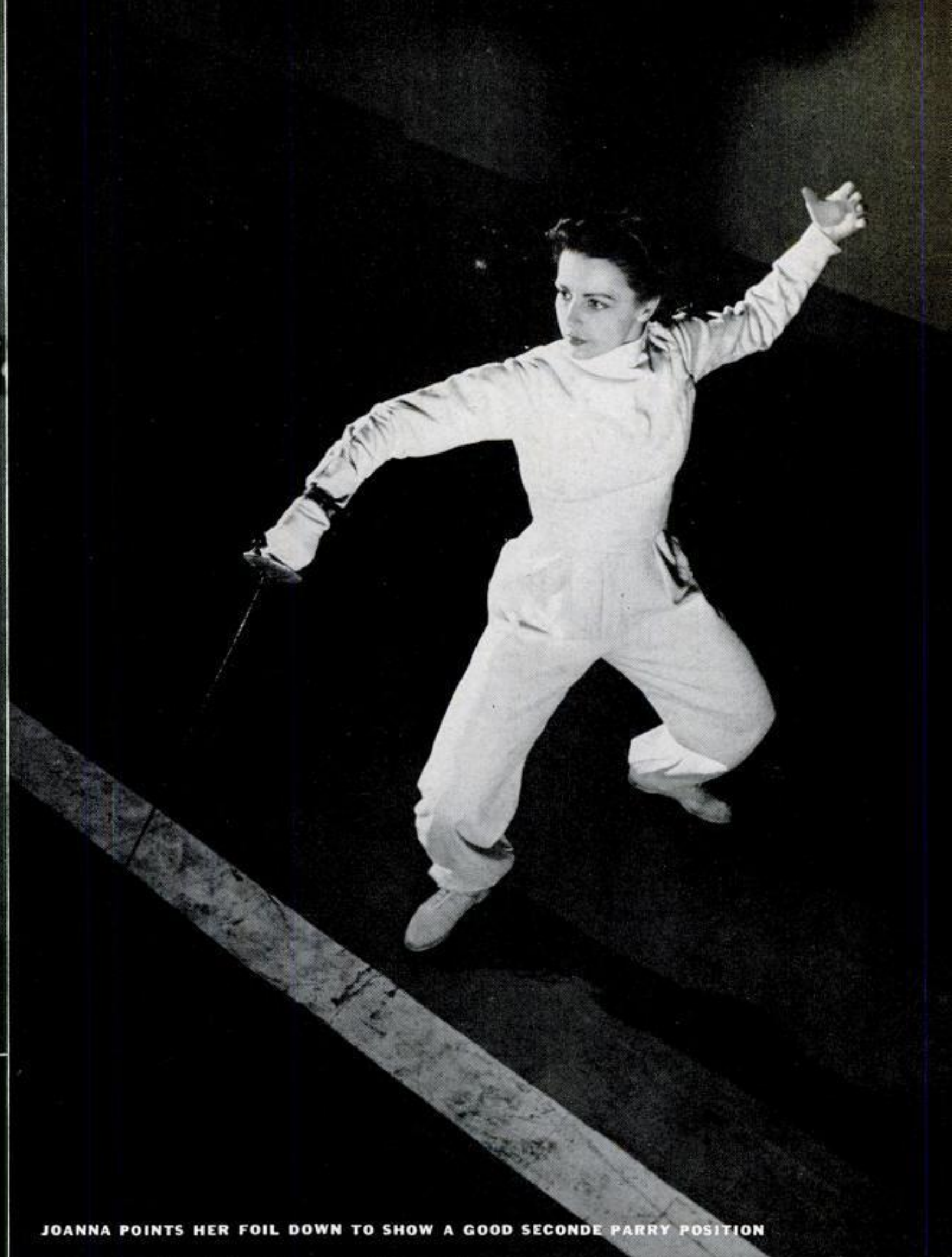


OF BÉLA'S THRUST, WHICH HAS ELUDED JOANNA'S PARRIES. SCORED A HIT

**A**s a practical means of self-defense, fencing is a useless accomplishment. Today the art of D'Artagnan might well be employed by beauticians to lure lumpy women to their parlors by promising them fencing will tone up their physiques. Search far and wide, sellers of beauty could not find a more glowing argument for fencing than the graceful brunette shown here.

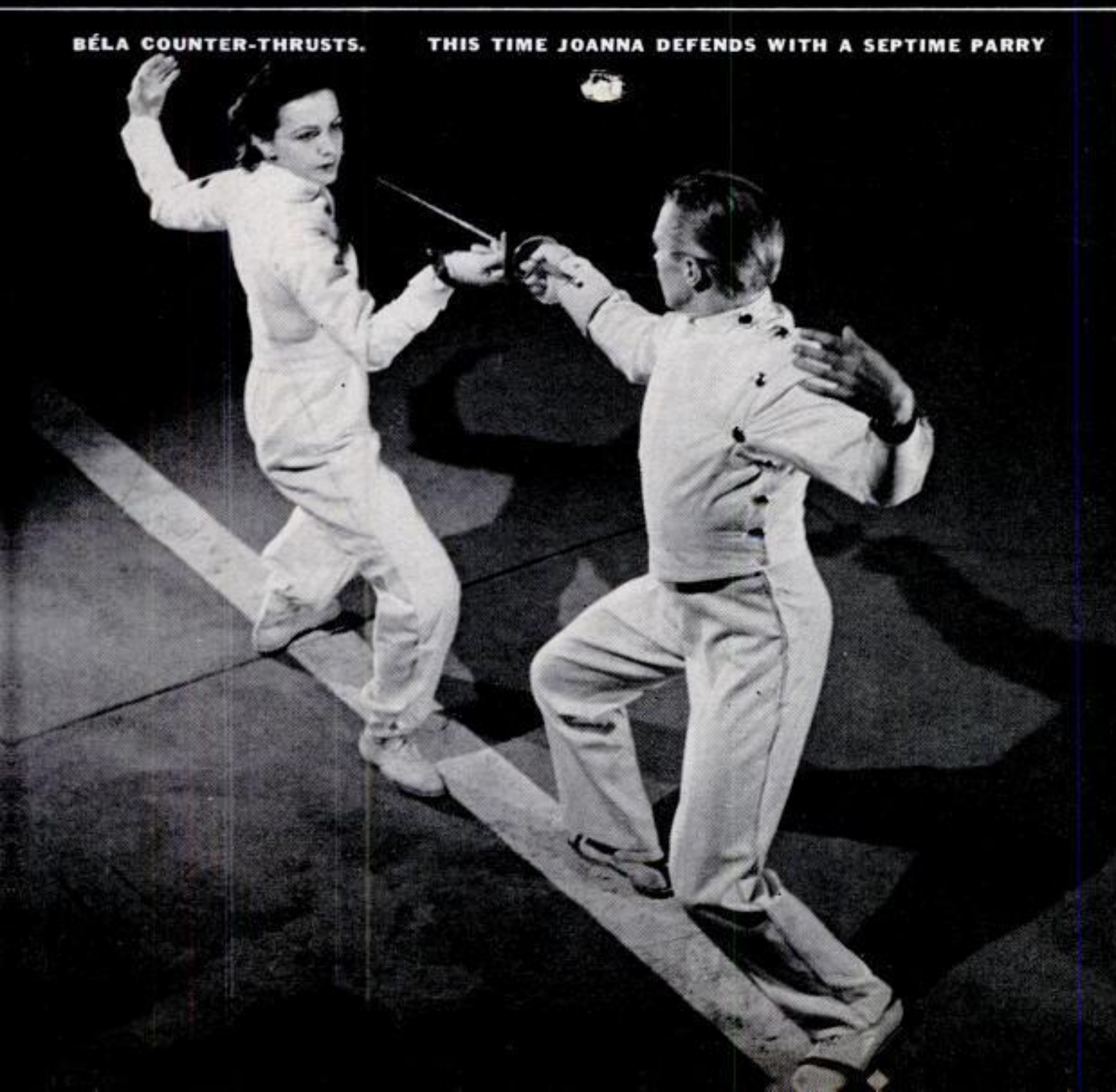
She is Joanna de Tuscan of Detroit. Fencers admire Joanna because she captained U. S. women fencers in 1936 Olympic games and last year won the world's professional championship. Males admire Joanna for simpler reasons.

Born in Detroit, Joanna planned to be a designer until, in 1931, she married Béla de Tuscan, who fenced for a living. Joanna promptly became a fencer too. The de Tuscans now have a theatrical act in which Joanna wears phosphorescent costumes. They put miniature bulbs in their foil tips so that swift thrusts and parries can be traced by weird light patterns in the air (*above*). Last year, de Tuscans played ten months at London's huge Palladium, entranced Riviera audiences with a fencing "love waltz." This spring, they will appear in Jimmy Durante's new musical comedy.



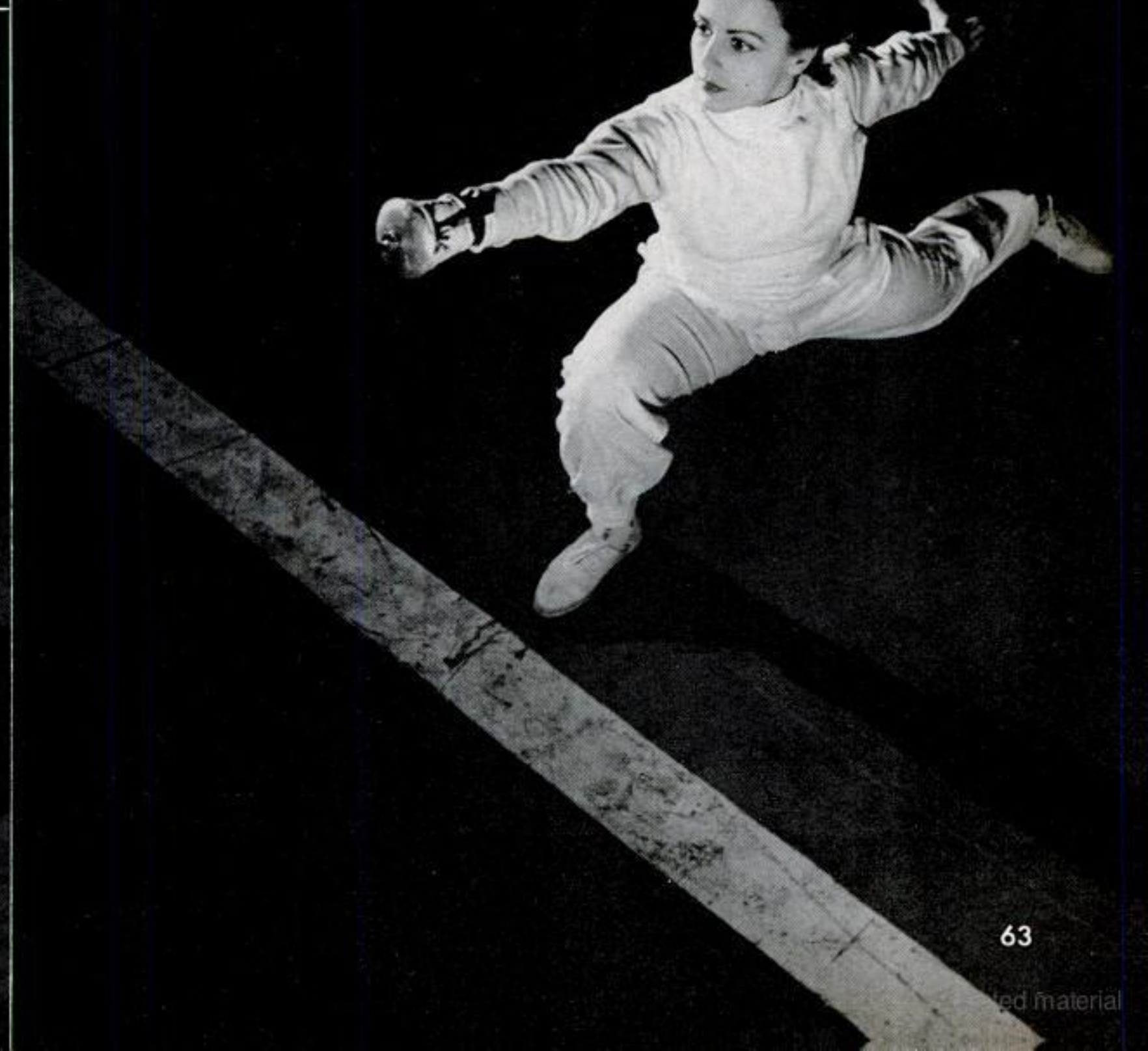
JOANNA POINTS HER FOIL DOWN TO SHOW A GOOD SECONDE PARRY POSITION

IN A FLASHING LUNGE AT HER OPPONENT, JOANNA STRETCHES HER WHOLE LITHE BODY



BÉLA COUNTER-THRUSTS.

THIS TIME JOANNA DEFENDS WITH A SEPTIME PARRY







SOUTH CAROLINA MOTHER, AT 25, HAS SEVEN LIVING CHILDREN. INCOME LAST YEAR, WITH HUSBAND ON WPA, WAS LESS THAN \$500. THEY LIVE IN THREE-ROOM SHACK



Birth-control information is given by county nurse in clinic at Columbia, S. C. Birth control was prescribed by doctor because the patient's tuberculous condition makes child-bearing dangerous.

## BIRTH

### SOUTH CAROLINA USES

In March 1939, South Carolina made birth control one of its official public-health services. Adopted by the South Carolina Medical Association which functions as the State Board of Health, it is part of a general campaign launched in 1936 to reduce the State's appalling toll of maternal and infant deaths. Birth control is now prescribed to mothers for whom it is medically indicated by physicians in charge of maternal- and child-health clinics in every county in the State.

In 1936 in South Carolina nine mothers out of every 1,000 died in childbirth, and nearly 140 infants out of every 1,000 were stillborn or died in their first year. This was one-third higher than the U. S. average. In that year Dr. J. A. Hayne, State Health Officer, and Dr. R. W. Ball, Director of Maternal & Child Health, set up their county clinics, where for the first time many of the State's mothers got regular pre-natal care. Midwives, the only attendants in five out of ten births, were put in uniform, their numbers reduced from 6,000 to 1,900. Venereal diseases were checked by Statewide treatments. In four years the South Carolina maternal and infant death rates have been reduced by 25%.



DRS. BALL AND HAYNE





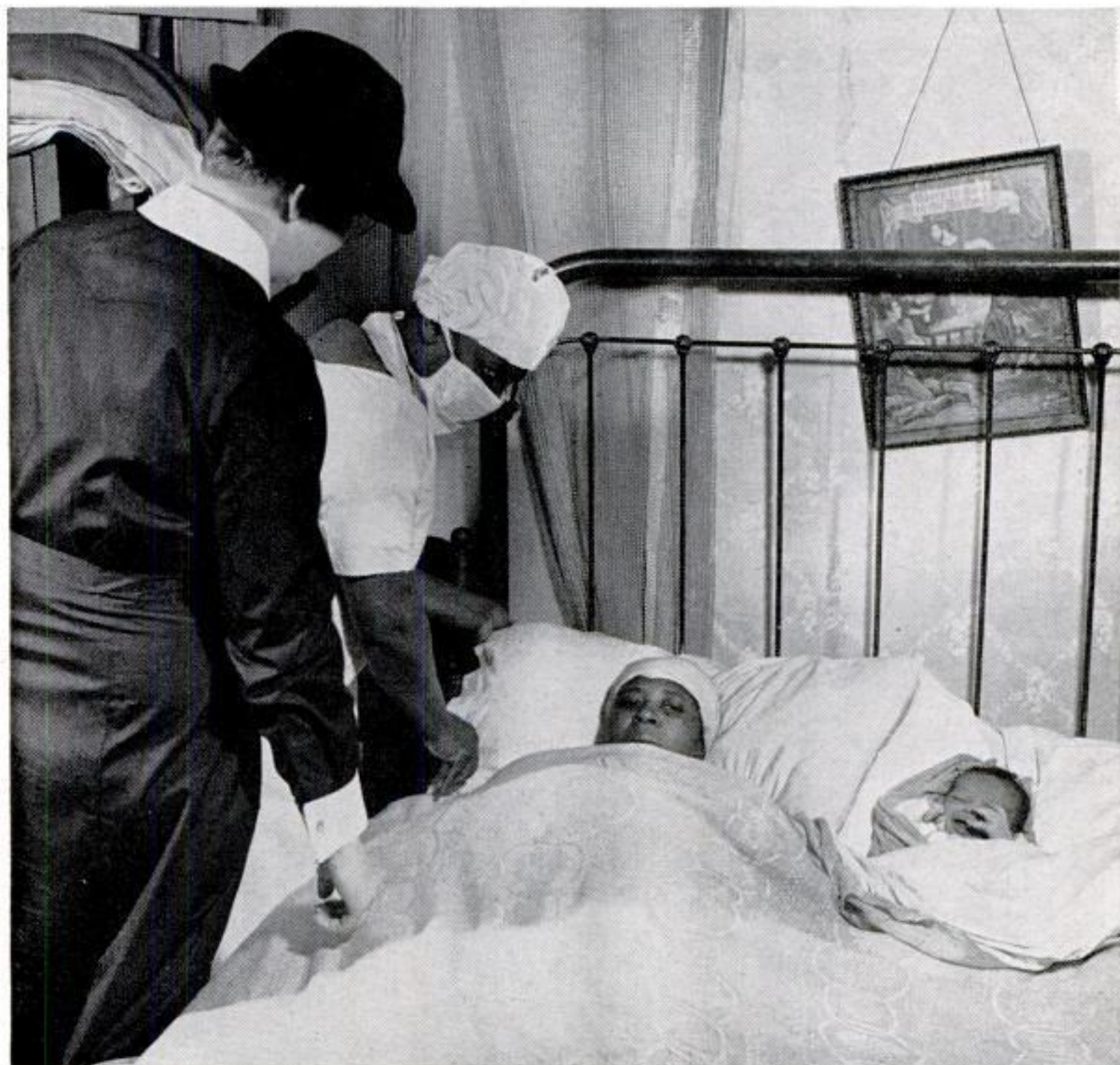
MIDWIVES, IN TRIM STATE-PREScribed UNIFORMS, GATHER FOR MONTHLY INSPECTION AND LECTURE ON THEIR WORK BY NURSE AT DISTRICT MEETING, COLUMBIA, S. C.

# CONTROL

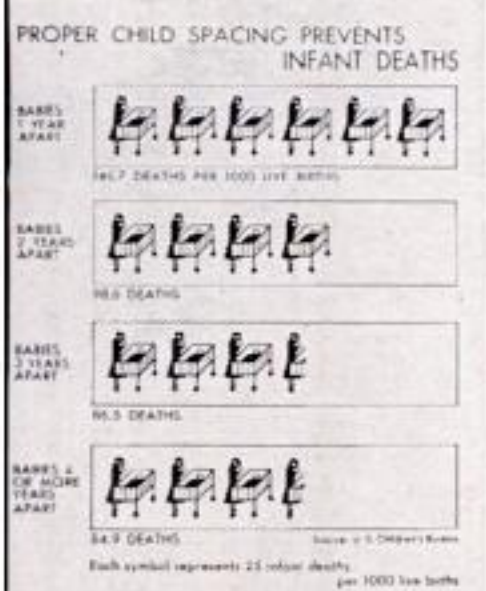
## IT FOR PUBLIC HEALTH

Birth control was added to this program after investigation had established it as a medical specific for two grim statistics. No less than 25% of the maternal deaths were of women unfit for child-bearing by chronic infections and organic disorders. The death rate among infants born a year apart was nearly double that of infants born two years or more apart. The investigation also pointed up another better-known fact. The people least equipped to provide for them have the biggest families. The results of South Carolina's pregnancy-spacing program cannot yet be expressed in statistics, nor can those of North Carolina, the only State before South Carolina to make birth control a public-health service. Both States, however, have found birth control instrumental in bringing up the percentage of live births and in raising the number of infants surviving their first year.

The birth-control programs met no public opposition in either North or South Carolina. Throughout the rest of the U. S., birth control by medical prescription has the approval of all major religious bodies except the Roman Catholic, is no longer obstructed under Federal laws and is permitted by the laws of all but two States.



Seven-hour baby and mother, with midwife in attendance, are visited for check-up by county nurse. Nurse corrected midwife for leaving baby in bed with mother, for keeping all windows shut tight.



INFANT DEATH CHART



## BIRTH CONTROL (continued)



**Waiting room** in general clinic in hospital at Columbia, S. C., is filled with morning's patients. Clinics in the smaller towns are held in any available place, often in the local schoolhouse.



**Pre-natal examination** is given in the clinic at Eastover, S. C. Medical supervision of pregnancy is important in the treatment of infectious disease and in the prevention of toxemias.



**Child care** is vital half of maternal- and child-health program. Doctors find that baby-spacing brings healthier infants and expect that parents with fewer children will care for them better.



**Syphilis treatment** is given to three-months pregnant woman in clinic at Moncks Corner, S. C. Because of failure to take syphilis treatments, patient's three previous babies were stillborn.



**Midwife's bag** is rigidly regulated by State, must be submitted for regular inspection to county nurses. Soap, scrubbing brush and pan for hot water help prevent septic infection at delivery.



**County clinic** for Berkeley County is at Moncks Corner. Regular staff consists of one doctor and seven nurses, two of them colored. Markets on Saturday morning bring patients to town.



## BABY-SPACING HELPS S. C. HEALTH PROGRAM SUCCEED

**C**ause of 41% of childbirth deaths in South Carolina in 1937 was the toxemias of pregnancy, particularly the dreaded convulsions of eclampsia. Next most serious cause was septic infection at childbirth. Against these perils, the State's maternal- and child-health program has accomplished much. In its continuing success South Carolina's doctors find birth control playing a logical and important role.

Birth control, brought by public funds for the first time to thousands of indigent mothers, has also brought many of them for the first time under regular medical care. It has cut down the toll of toxemias, for which contributory causes are poor nutrition and too-frequent pregnancies. Established as a program of pregnancy-spacing, it helps by relieving economic pressure to raise the general level of health of both mothers and infants. By postponing pregnancy until they have been treated for infections and organic disorders, birth control makes it possible for many mothers to have their babies safely.

Bulk of South Carolina's health problems are among Negroes, who comprise 45% of the State's population. For most Negro mothers, the midwife in attendance at the birth of a child provided their single annual contact with even the outer edges of the medical profession. Today they and their infants are in a 16-to-1 majority at the county clinics. The licensing and training of midwives has reduced septic infections, cause of 25% of childbirth deaths. Here, too, birth control has a part to play by reducing abortions, which account for nearly half the deaths by septic infection.



**Healthy baby, 6 months old, and healthy older brother were born at safe intervals to syphilitic mother with help of birth control and syphilis treatments at the county clinic.**



**Syphilitic baby, 9 months old, has not long to live. Ninety percent of untreated syphilitic pregnancies thus end in disaster,**

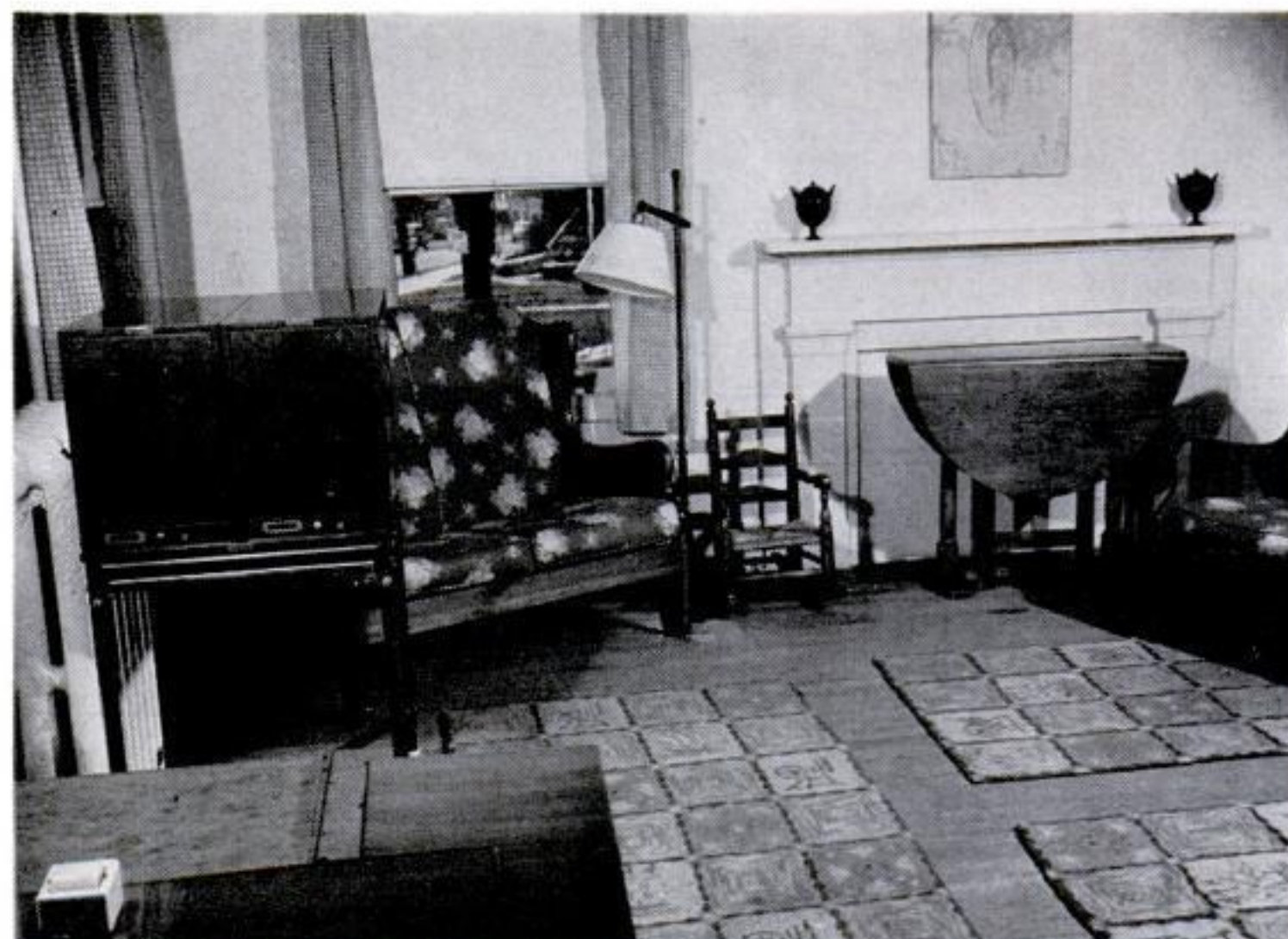
**in either stillbirth or early infant death. South Carolina's doctors have found 23% of the mothers suffering from**

**syphilis. Treatment early in pregnancy can save babies. Birth control prevents conception until disease is arrested.**





**Birth-control clinic**, at Greenwich, Conn., swank New York suburb, served 576 patients last year. It was typical of the many clinics sponsored by civic leaders all over the country.



**Clinic is closed** in Greenwich by decision of Connecticut Supreme Court. Across State line, there is a clinic in Port Chester, N. Y., where medical prescription of birth control is legal.

## CONTRACEPTION IS OUTLAWED IN ONLY 2 STATES

**O**n March 20, a year after birth control was added to South Carolina's public-health program, Connecticut's Supreme Court ruled that the State's statutes forbid the use of contraceptives, even by medical prescription and even though a patient's condition may require it. By this action, the court closed nine privately operated birth-control clinics. Connecticut thus became the second State, after Massachusetts, to outlaw birth control.

In all other States and under Federal law, the medical prescription of birth control is now accepted.

Public hue and cry which attended the first years of birth-control promotion in this country has died.

With the legal and moral status of birth control clarified, the growing concern of medicine is to make birth control serve the broadest social purposes. Prescribed by doctors to their private patients or in the 560 birth-control clinics in various parts of the country, it can be brought only to a limited section of the population. To reach those who need it most, birth control must become, as in North and South Carolina, an official public-health measure.



**Connecticut's Supreme Court** declared that it was forced to construe the State's statute, which forbids the use of

contraceptives, as forbidding the medical prescription of birth control. The statute on Connecticut's books since

1879 had not been enforced for many years. In 1938 a similar decision by Massachusetts' court closed eight clinics.



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But we've done it... and the new 1940 Frigidaire is Proof!

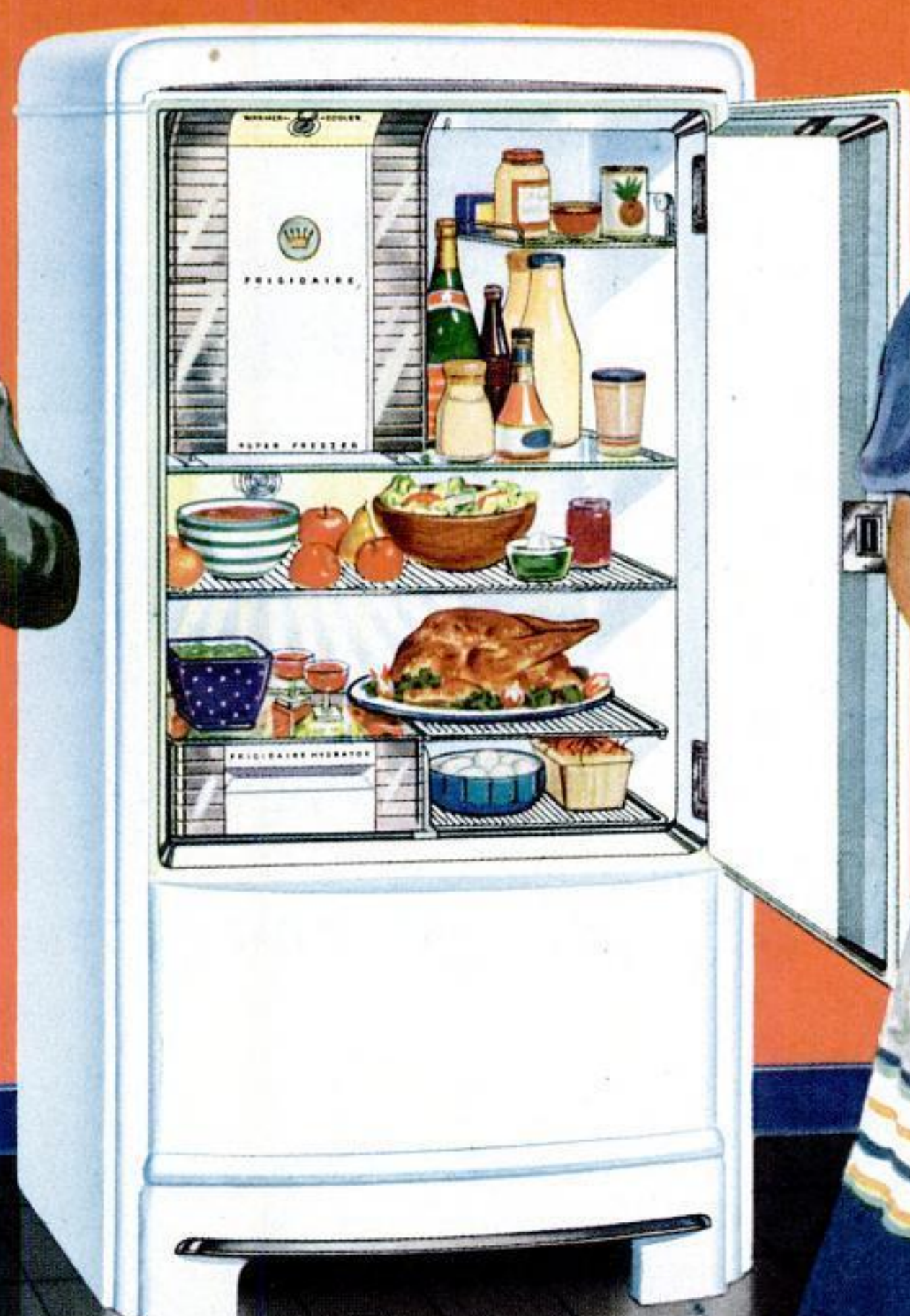
*This year we offer you the finest, most beautiful Frigidaire we've ever built at the lowest prices in Frigidaire history! Just imagine! You can own a genuine 6 cu. ft. 1940 Frigidaire for little more than \$100!*

From its popular choice as America's No. 1 Refrigerator, from making over 5,000,000 Frigidaires, we've learned not only to build well, but to build efficiently, to give you more value for less money. So now you get the biggest dollar-for-dollar value we've ever created! Your new Frigidaire is a better, more beautifully designed, better-looking refrigerator than ever. It freezes ice faster, and keeps food safer at lowest current cost in Frigidaire history. It has *more* great features, *more* downright conveniences... yet with all these great new advantages you'll pay much less for a Frigidaire this year!

That's why we're so proud of them... proud of their beauty, proud of their style, their features... and especially proud of their sensationally low prices. See your nearby Frigidaire Dealer's Proof-of-Value Demonstration. Look over the luxury of this great refrigerator. Then peek at the price! You'll make up your mind in a hurry about refrigerators. You'll say "It's Frigidaire for me!"

FRIGIDAIRE DIVISION

General Motors Sales Corporation, Dayton, Ohio • Toronto, Canada



Let your Frigidaire Dealer show you why FRIGIDAIRE is the Better Buy!



**Meter-Miser**... simplest cold-making mechanism ever built. Self-oiling, self-cooling. Silent, efficient—uses less current than ever before. Exclusive F-114, safe, low-pressure refrigerator. In all models.



**Glass-Topped Food Hydrator** guards freshness of fruits, vegetables, perishables, amazingly. You actually see dewy moisture on the glass cover. Preserves color, flavor, for days longer. In 14 models.



**New Stainless Chromium Shelves** dramatize the beauty of the Frigidaire interiors with bright, mirror-smooth luster. Rustless and sanitary. Stay new and bright for years. Cleaned in a jiffy. In 16 models.



**Double-Easy Quickcube Trays** come loose and cubes pop out instantly. No hacking, no melting under faucet. No "gadgets" to lose or misplace. Greatest ice convenience ever offered. In 16 models.



**Extra-Large Meat Tender** slides out like a drawer. Saves many out dollars every month by properly protecting all kinds of fresh meat and fowl. Also stores up to 100% extra supply of ice cubes. In 9 models.



**One-Piece Steel Cabinet** built to last a generation, seals in the insulation and prevents "water-logging" that destroys cold-keeping efficiency. Easiest of all cabinets to keep spotlessly clean. In all models.

**Complete New Series of FRIGIDAIRE COLD-WALL MODELS at New Low Prices!**

The greatest refrigeration advance in 25 years—Frigidaire's Cold-Wall Principle, already proven by the experience of thousands of enthusiastic users—is now available at lower prices than ever before. Only Frigidaire has this famous new principle, which *cools through the walls*, saves precious vitamins in foods—preserves the freshness, flavor and color, days longer. *And you don't even have to cover food!* Ask your Frigidaire dealer for a Cold-Wall demonstration.

**\*IMPORTANT!** All prices quoted are Dayton, Ohio, delivered prices and include installation, Federal taxes and 5-Year Protection Plan. Transportation, state and local taxes (if any) extra. All prices subject to change without notice. See your Frigidaire Dealer for local prices.



**A BIG, BEAUTIFUL BARGAIN!**

*Buy the Favorite  
 Buy Frigidaire*

**A WORD OF CAUTION**

Some stores may use the name "FRIGIDAIRE" loosely to identify other makes of refrigerators and thus confuse the public. Don't be fooled! If a refrigerator does not bear the "FRIGIDAIRE" nameplate, it is *not* a FRIGIDAIRE and will not offer the advantages set forth in this advertisement.

FRIGIDAIRE is the trade-mark of the refrigerator manufactured by the Frigidaire Division of General Motors—world's leaders in the refrigerator, range and motor car industries. Be sure the store you go to sells FRIGIDAIRE, made only by General Motors.





Frank Trenery, Sioux City, Iowa, businessman, says: "At our card sessions lately I've been giving every guest a chance to pick his beverage—setting out a bottle of good Port wine along with other drinks and refreshments. Port has proved mighty popular with our crowd—I've noticed that a lot of men now choose this moderate kind of drink!"



Mr. and Mrs. Wendell W. Turner of Seattle, Wash., write: "We've found a sure-fire way to compliment dinner guests. With the main course we serve a good wine—golden Chablis with chicken or fish, red Burgundy with roast beef or steak. You've no idea the lift it gives a meal—and we've found it a thrifty custom, too!"

## Popular Hosts and Hostesses find more and more people prefer Wine

*Especially during the week so many folks like to be moderate when they relax and enjoy themselves*

From almost every part of the country hosts and hostesses report it. When beverages are served they find more and more of their guests nowadays are choosing wine. To see why, just make wine your own choice next time.

You'll discover yourself sipping your wine slowly, savoring its subtle flavor as a connoisseur does. You'll find you haven't any urge to bolt down a glass of wine.

That's one reason, smart hosts and hostesses agree, why wine serving has swept into such popularity lately. So many men and women now prefer to be moderate when they relax and enjoy themselves.

People have noticed also that wine is a thrifty beverage to serve. You can entertain more often, or stage nicer dinners or luncheons with the money you save . . . because good wine today is so inexpensive.

Why don't you make a test next time you have guests at your house. Give everyone an opportunity to choose wine. The compliments that come your way will surprise you.



New York hostess, Mrs. James Neilson, reports: "At a dinner party at our home last week, cheers galore came my way. I served just simple appetizers before dinner, but I also brought on small glasses of Sherry wine. Did everybody go for the nutty tang of Sherry! Folks called it the best before-dinner drink ever."

### All you need to know to Serve Wine

There are many varieties, but only two main types of wine . . . (1) Wines made "dry" (not sweet) especially to serve with meals, called table wines; (2) Wines for use with the dessert course or refreshments, called sweet wines . . .

With your dinner—served in portions about half the size of a water goblet, try:

Chablis, Hock or Rhine wine, which are straw-colored, delicate—marvelous with fish or fowl

Claret, which is red, light, tangy—much enjoyed with roast beef, spaghetti or roast lamb

At the appetizer hour, with dessert, or in the afternoon or evening (usually served in cocktail size glasses) try:

Sherry, which is mellow-amber, "nutty" in flavor—ideal before dinner, alone or with appetizers

Port, which is red, full-bodied, rich—a great dessert wine often served with cheese or with nuts

### THE WINES OF CALIFORNIA

In the most discriminating households the good wines of our own country are usually served today. Actually more than 9 in every 10 Americans who now serve wine choose wines grown here. The wines of California, for example, are grown to strict standards of quality. They are true to type. Well developed. Inexpensive.

*Be Considerate  
—Serve Wine*



This advertisement is printed by the wine growers of California, acting through the Wine Advisory Board, 85 Second Street, San Francisco

Copyrighted material



## MOVIE OF THE WEEK:

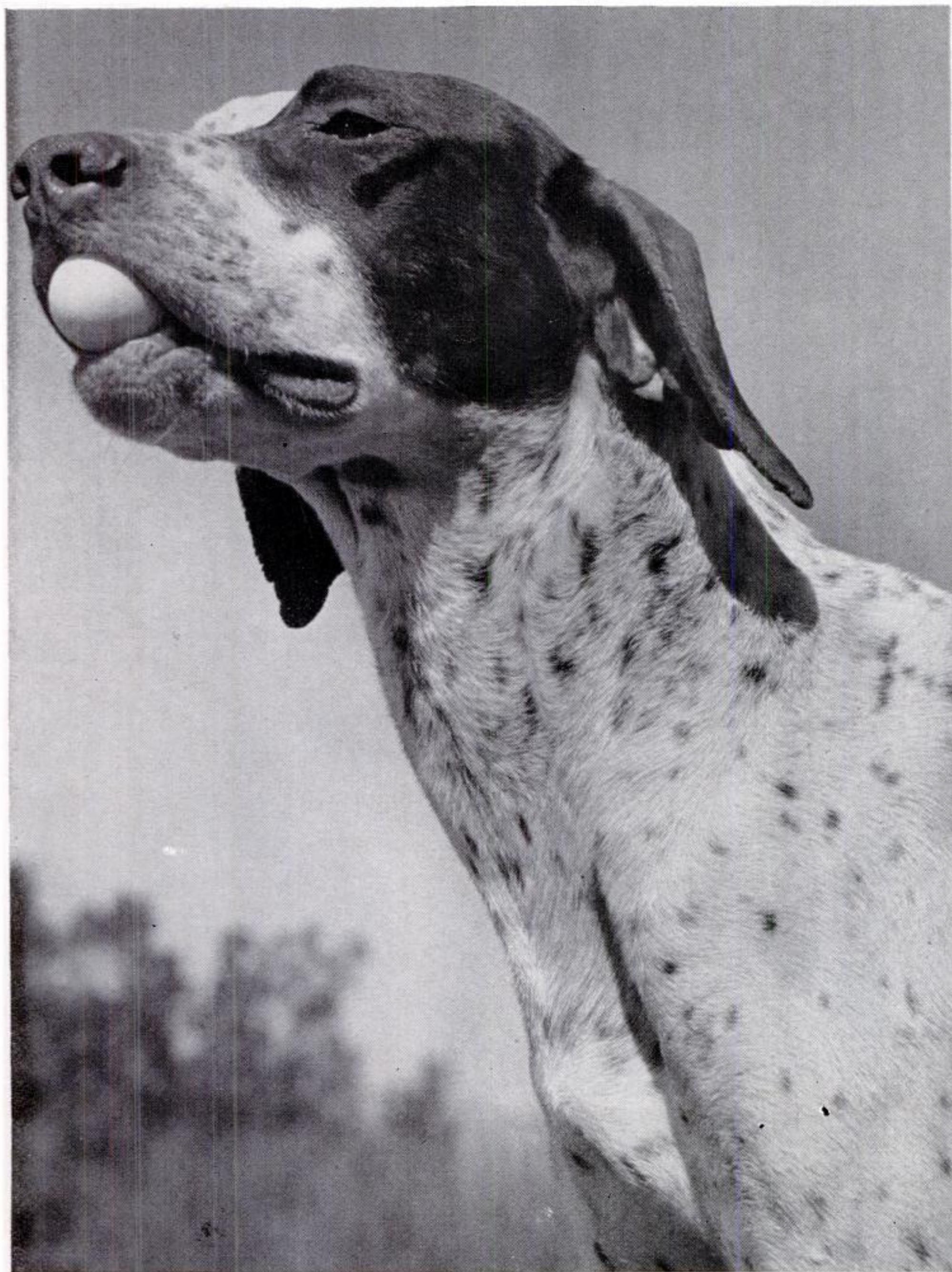
# The Biscuit Eater

Paramount goes to Georgia for  
the life story of a bird dog

Whatever fame the little city of Albany, Ga., momentarily enjoys, it owes to Promise, the bird dog below, who holds an egg in his mouth to prove the care with which he can retrieve a quail. Promise is a thoroughbred Arkwright pointer with a pedigree back to 1800. His registered name is Tiverton Invader and his nickname is "Bing." Eighteen months ago he was the runt of a litter of seven in an English kennel. Now he is the star of a Paramount film that,

if occasionally sentimental, is at least fresh and unpretentious. Since Promise has an ingratiating personality and goes dutifully through an assortment of difficult tricks, he may some day have a career as renowned as Rin Tin Tin's.

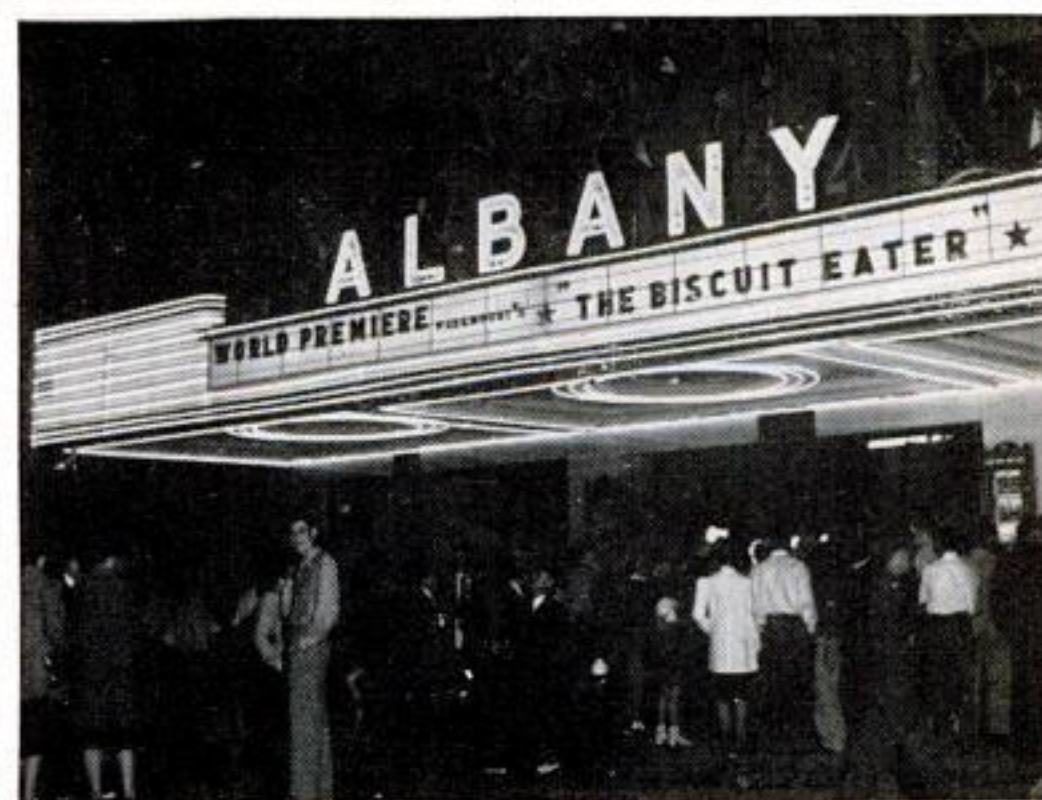
Promise just made his movie debut in a blaze of publicity and that's where Albany comes in. Albany is among the greatest centers of quail hunting in the U. S. Since *The Biscuit Eater* is the story of the life and death of a bird dog, Paramount shot practically all of it on location nearby. Many of Albany's canine inhabitants and some of its 15,000 human ones are in it. And on April 11, Albany gave *The Biscuit Eater* a world premiere that compared favorably with such trans-continental junkets as were staged for *Virginia City* (LIFE, April 1) and *Dodge City* (LIFE, April 17, 1939). There was the usual trainload of reviewers from New York, the usual parade down the main street, the usual radio broadcast and personal appearances and an unusual buffet supper afterwards (lower right). LIFE publishes these pictures in the hope that they will commemorate the tail end of an overworked U. S. publicity phenomenon.



Promise, who stars in *The Biscuit Eater*, was born in a London kennel. He was coached by Earl Johnson, famous

California dog trainer, to carry eggs in his mouth without breaking them before he could be trusted to retrieve birds.

CONTINUED ON NEXT PAGE



2,000 GEORGIANS GO TO THE ALBANY PREMIERE



RED NAIL POLISH IS APPLIED TO A DOG STAR



MALE DOGS WEAR WHITE TIES, BITCHES CAPES



FIRST TWO ROWS AT PREMIERE ARE FOR DOGS



A BOXER CRASHES THE STARS' BUFFET SUPPER



"Why, Aunt Martha . . . how did you know we'd turned in our old refrigerator for a Servel?"



. . . because it freezes silently with  
**NO MOVING PARTS !**

• Yes . . . more and more families every year are replacing other-type refrigerators with the *only* automatic refrigerator whose freezing system has *nothing* to cause noise, *nothing* to wear. See Servel Electrolux at your gas company or local dealer's showroom.



Dartmoor  
Oxford

They are not Keds  
unless the name Keds  
appears in the shoes.

Scientific Lasts. Shock-Proof Insoles.  
In every Keds type there are styles  
with arch cushions if you want them.

**Keds**  
REG. U. S. PAT. OFF.  
UNITED STATES RUBBER COMPANY  
Rockefeller Center, New York

"The Biscuit Eater" (continued)



Runt of a litter of pedigreed pointers, the hungry pup in the foreground wins the heart of Billy Lee, 9-year-old boy star of *The Biscuit Eater*. In the movie, Billy's father manages a Georgia kennel, which its Yankee owner wants to auction off.



A quick death is to be the runt's fate but Billy intervenes and begs for the puppy's life. At the auction, when Billy reminds the Yankee owner that he was promised a puppy, he is given the runt as a gift and promptly names him Promise.



Teaching Promise to scent and point quail becomes Billy's full-time job. Meanwhile, Billy's father grooms Georgia Boy, his champion pointer, to win the national field trials in the hope that the Yankee owner will then retain the kennel.

CONTINUED ON PAGE 78





**Home of Mrs. Harold B. Hinton**, popular Washington hostess noted for her gay and amusing parties both here and abroad, is in historic Georgetown; is rendezvous for international society. Mrs. Hinton is pictured here pouring rich, heart-warming Chase & Sanborn *Dated* Drip Grind Coffee, called by thousands of charming hostesses—"Friendship in a cup!"

# Chase & Sanborn's *"friendly flavor"* has an important date in Washington

Copyright, 1940, by Standard Brands Inc.



**Jinny Davies** and Mrs. Davies, from Ohio, have come for a long-planned vacation in Nation's Capital. Are enjoying the quiet loveliness of beautiful Mount Vernon. In picnic basket is a Thermos of mellow Chase & Sanborn *Dated* Drip Grind Coffee—with a pungent aroma and rich, full flavor that Mr. Washington himself would have been proud to serve in his mansion long ago!



**About 3,000,000** eager tourists visit Washington annually, climb thousands of steps, walk through miles of stately halls in 69 public buildings. Two students have found a resting spot and an unusual view of the Capitol. Margie, from Florida, is almost tired enough to drop, but she'll get her second sight-seeing wind after a sandwich and a fresh, tangy, reviving cup of Chase & Sanborn *Dated* Coffee at near-by drugstore!

**Unique Tunnel Car**, one of two, that goes like a streak from Capitol to Senate Office Building, avoids street traffic, insures rapid delivery of U. S. Senators to the Senate. Unique fresh-food delivery service rushes Chase & Sanborn *Dated* Coffee to grocers—fresh from the roasting ovens every few days—assures U. S. housewives of extra-delicious flavor and full aroma.



**Newlyweds** Betty and Bob Graves from Connecticut gaze at themselves and Lincoln Memorial in Washington's famous Reflecting Pool. What Betty really sees is a picture of herself getting delicious, economical breakfasts for Bob in her own little house with her new glass coffee pot and the heavenly new Chase & Sanborn *Dated* Drip Grind Coffee in the money-saving package!



**"The Press"** eat bananas, apples, buns, drink Chase & Sanborn *Dated* Coffee while we interview them! Favor Chase & Sanborn because it "tastes like coffee," and show their appreciation of richer, fuller flavor by fighting over extra cup. Agree unanimously that Edgar Bergen's Charlie McCarthy is funniest fellow on the air. Always try to tune in Sundays on NBC Red Network.



**2 pretty clerks** stroll under Washington's famous cherry trees—laugh at the "high cost of living." They've pooled their funds, keep house, entertain royally. After trying various brands, have settled on Chase & Sanborn *Dated* Drip Grind Coffee for its fresher, more thrilling flavor, its wonderful money-saving package with the date of delivery right on it!





## MAGIC of another kind ... for everyone!

Listen to two high school students as they discuss an English assignment. Later on, if they're at all like thousands of other up-and-coming young men and women, they'll type it on Royals. Or drop in on a college Lit. seminar—here typed reports are a "must."

Try the New MAGIC Royal at your dealer's... See MAGIC Margin, Royal's new patented



feature that sets margins automatically—3 times faster. See all the other Royal improvements. You'll realize right away why students, teachers, parents hail it as the quickest, easiest, *clearest* way to set thoughts to paper. Or mail coupon below for details of Royal's Free Home Trial Offer.



## THE NEW MAGIC\* Margin ROYAL PORTABLE

TERMS: \$4.00 per month including small carrying charge

### FREE HOME TRIAL COUPON

Royal Typewriter Company, Inc.  
Dept. L-56, 2 Park Ave., N. Y. C.  
Please tell me how we can try a  
New Royal at home FREE.

NAME \_\_\_\_\_  
STREET \_\_\_\_\_  
CITY \_\_\_\_\_  
COUNTY \_\_\_\_\_ STATE \_\_\_\_\_

\*Trade-mark, Reg. U. S. Pat. Off.

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## "The Biscuit Eater" (continued)



A crisis occurs in Billy's life when he is awakened at night by noises from the chicken coop and finds Promise greedily gobbling eggs. Stigmatized as a "biscuit eater," Promise is sent away but Billy soon finds him and brings him back.



More trouble breaks when Promise hurdles a wire fence into the kennel of Lady Suwanee, a pedigreed bitch. Billy, concealing this dereliction from his father, enters Promise in the national field trials as a competitor to Georgia Boy.



Final trials winner is Promise, the runt. But Billy, fearing that his father will lose the kennel, calls Promise a "biscuit eater" and makes him break point. In the end, Promise is shot, but a new champion is assured in his litter by Lady Suwanee.



# SCIENCE BRINGS YOU THIS NEW ESSENTIAL OF MATTRESS HYGIENE

"ON GUARD AGAINST GERMS . . . WHILE YOU SLEEP"



## The Sanitized\* ticking: actively Antiseptic . . . acts to Deodorize

"Good night, sleep tight!" There's a blessing in your voice as you bundle her into what you hope is sound, healthful sleep. BUT . . . do you realize that unfriendly germs, picked up through use and handling, can breed at will in your mattress ticking—no matter how carefully you brush or air it?

**Now—"bacteriostatic" ticking brings new protection**

Now science offers you lasting protection, with mattresses whose tickings are Sanitized. This amazing process renders the ticking bacteriostatic (actively antiseptic,

thus insuring practical self-sterilization).

Bacteria do not propagate in Sanitized mattress ticking. It is on guard against germs while you and your loved ones sleep. And the self-sterilizing effect lasts indefinitely.

**Skin-safe . . . acts to deodorize**

"Sanitized" is tested by independent public laboratories—approved by high medical and bacteriological authority. Sanitized ticking is *control-tested*. The process is harmless, won't irritate the skin. Odorless itself, the Sanitized ticking acts to prevent the formation of body odors in the mattress.

Look for this label to identify mattresses with genuine "Sanitized" ticking. Fine stores in your community feature them. Investigate now, for your family's protection.



\*The name "Sanitized" is registered U. S. Pat. Off. Sanitized Antiseptic and Sterility Standard available on request by physicians and others interested. Sanitized Bedding Associates, Inc., 128 W. 31st St., N. Y.

**Sanitized**  
REG. U.S. PAT. OFF.  
TICKING

## MATTRESS

*actively Antiseptic . . . acts to Deodorize*

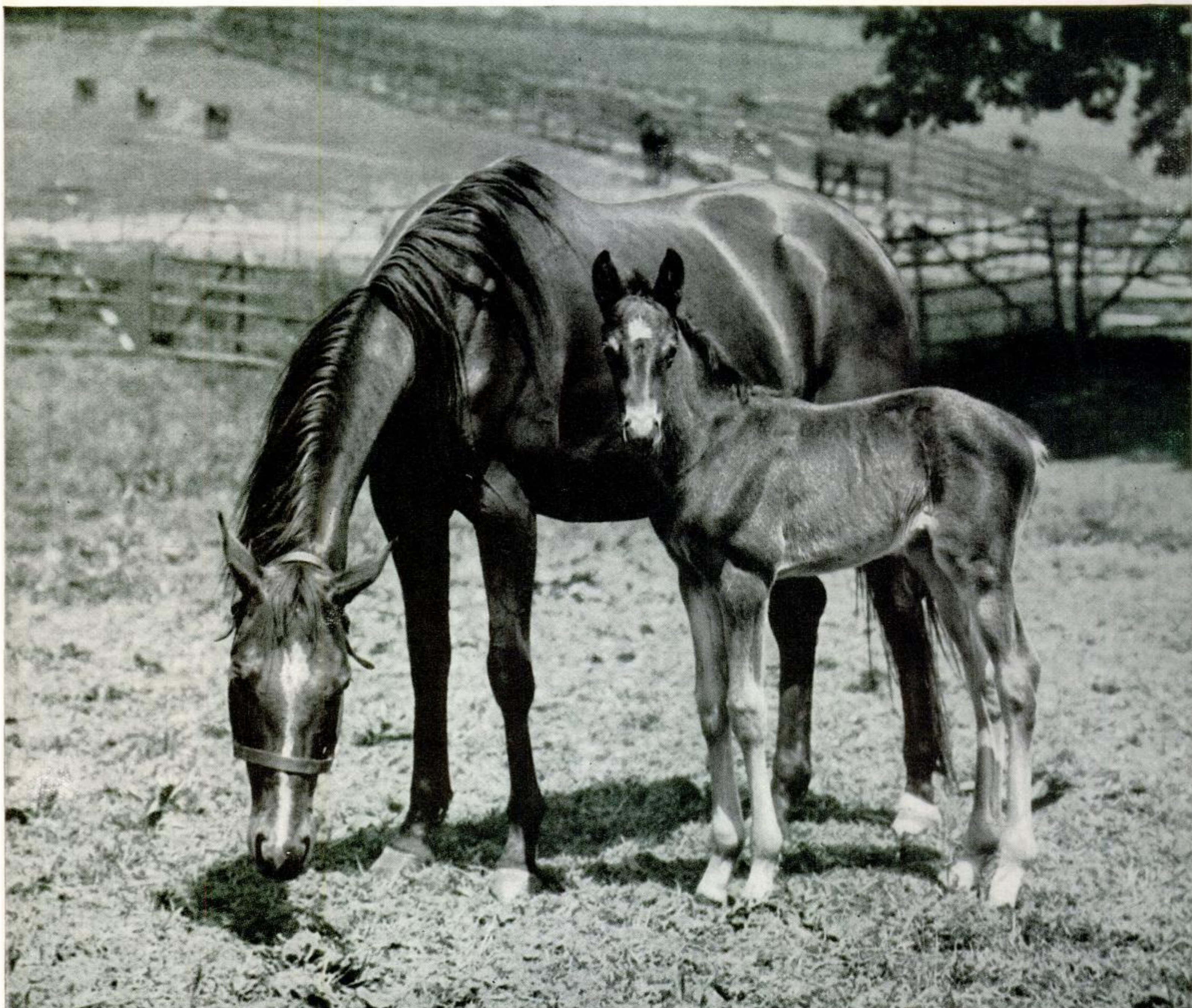


**HAVE YOU STOPPED TO CONSIDER** how intimate a thing your mattress is? As you sleep, warmth and moisture from your body can cause germs to breed more rapidly. A Sanitized-ticking mattress is always hygienic, because it's bacteriostatic (actively antiseptic).



**YOU CHANGE YOUR BED LINEN,** but you can't wash your mattress. The Sanitized ticking keeps your mattress as hygienic, as sweet and fresh as if you bought a new one every week. The Sanitized process acts to prevent the formation of body odors in the ticking.





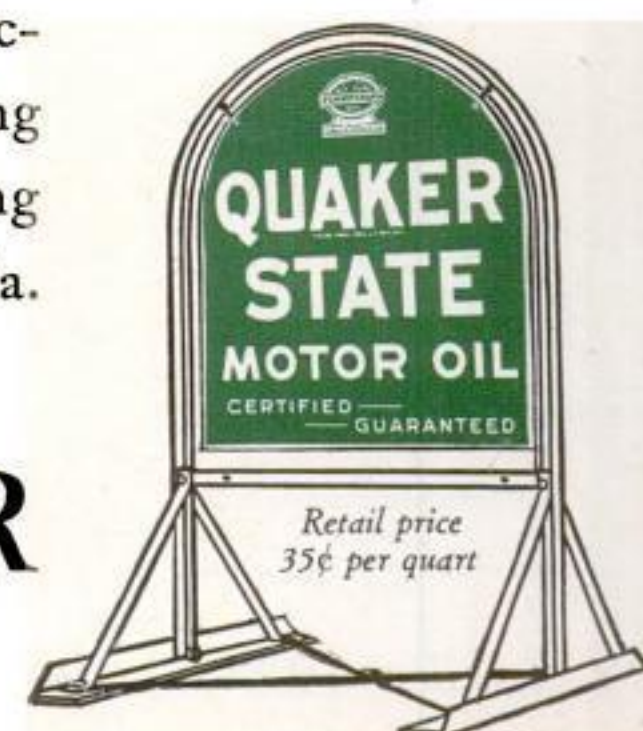
## His Character Is Written in the Stud Book

**N**OT ALL thoroughbreds are great horses, but all great horses are thoroughbreds. Champions have noble hearts as well as strong limbs. They win because they don't know how to lose.

Great motor oils come from Pennsylvania. But just the name "Pennsylvania" doesn't make them great oils. Quaker State starts with the finest Pennsylvania crude oil, of course . . .

but it puts this choice raw material through a super-refining process which takes out every trace of weakness, every trouble-making impurity; builds into the finished product the stamina that assures the safest possible protection to your motor under all driving conditions. Quaker State Oil Refining Corporation, Oil City, Pennsylvania.

*Trust your car to the Oil of* **CHARACTER**







UNAFFECTED ANNE SHIRLEY IS THE PET OF DIRECTORS AND PHOTOGRAPHERS

## ANNE SHIRLEY IS ONE OF FEW CHILD STARS WHO MADE ADULT COMEBACK

At 21, Anne Shirley is a Hollywood veteran with 18 years of movies, 50 films and three different names behind her. At 1, named Dawn Evelyen Paris, she was a professional photographers' model in New York City. At 3, named Dawn O'Day, she acted with William Farnum in *The Miracle Child*. Between 4 and 14 she played child parts with Janet Gaynor, Myrna Loy, Barbara Stanwyck, Fay Wray and Frances Dee. At 15, taking the movie heroine's name for her own, she had her first lead in *Anne of Green Gables* (1934). Now, in Warner Brothers' *Saturday's Children*, she shows the stuff that stars are made of, will soon, after the birth of her first child, get more big roles in more big pictures.



IN PRIVATE LIFE, ANNE IS THE WIFE OF JOHN PAYNE, YOUNG MOVIE ACTOR

CONTINUED ON NEXT PAGE

# For Sheer Enchantment...



*Petalize  
your Skin*

WITH TEXTURE CREAM  
BY *Elmo*

Make a nightly ritual of zephyr-light, richly lubricating Texture Cream by Elmo! Feel it soften your skin, caress away that dry, parched feeling . . . See how it helps your skin to blossom-fresh enchantment! Pat Texture Cream gently under your eyes, spank it under your chin, lift up mouth corners with cream-covered fingertips! Elmo Texture Cream—all Elmo aids to skin enchantment—are modest in price, at your favorite cosmetic counter. Elmo...Philadelphia...San Francisco



HORST



A Hint  
for Mother's Day..

Give Kayser  
-Get Kissed!

Show her what a smart husband (or clever child) she has! Surprise her with Kayser's famous Mir-O-Kleer\* hosiery! Sheer and service weights in Kayser's exclusive "Natural Shades that are the Beauty Shades" for Spring and Summer. (Since Mother's Day comes only once a year, give at least 3 pairs!) . . . \$1.00 a pair. (Other good styles 79¢ up)



BE WISER...GIVE  
**KAYSER**  
AMERICAN - MADE

\*Trade-mark Reg. U.S. Pat. No. 1,969,307

Anne Shirley (continued)



At 4, with braided pigtails, Anne was playing in Hollywood movies under the name of Dawn O'Day. This tearful photograph was taken at a time when work was scarce.



At 12, in *Rich Man's Folly* (1931) with George Bancroft, she played the part of Frances Dee as a child. Her earnings then helped support her widowed mother.



At 21, in *Saturday's Children*, based on Maxwell Anderson's 1927 hit play, Anne Shirley is co-starred with John Garfield in a story of married love on \$24.50 a week.



# "May Brides . . . You're Blessed!" says CAROLE LOMBARD

Lovely Carole Lombard, whose latest picture, R.K.O.'s "Vigil in the Night," is setting movie-house managers aglow with box-office joy, has this to say to everyone whose *dream-day* comes in May:

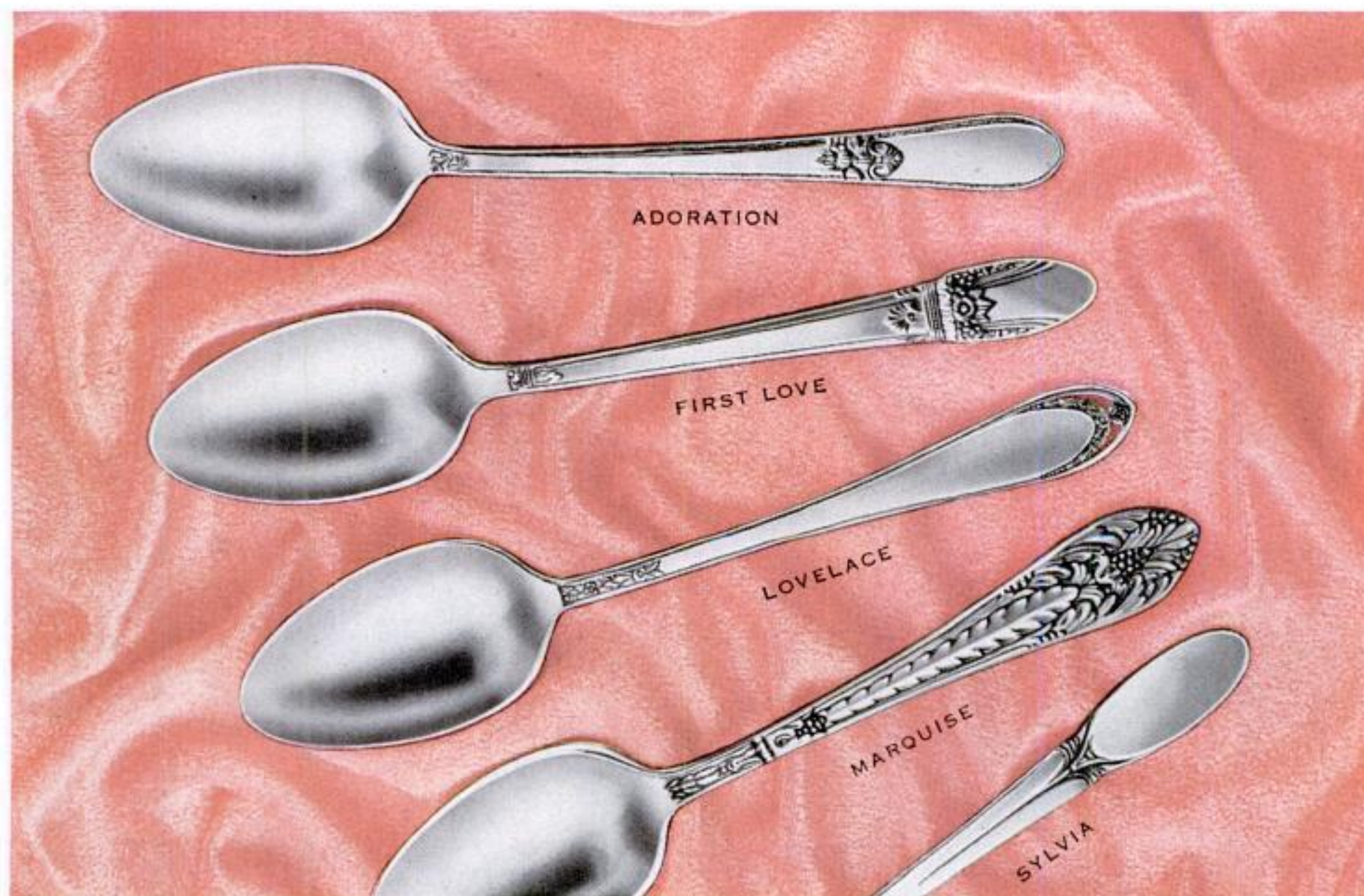
"How lucky you are to be this May's bride!

"You see, you're just in time to get lots and lots of 'Adoration'—the exquisite new pattern in 1847 Rogers Bros. Silverplate. (No one could fail to choose it from among a million!)

"I think it is the most beautiful pattern I have ever seen. It is so rich-looking—and yet so simple! It's like a fine piece of delicate sculpturing. So much so that you'd think it was sterling!

"Forecast: you'll be as crazy about it as I am!"

**This new brides' chest** is gorgeous! Stream-lined, it holds 62 gleaming pieces—a complete service for eight—in 1847 Rogers Bros. incomparable silverplate. And each piece bears the famous year-mark 1847 to prove it authentic. In any 1847 Rogers Bros. pattern, this chest costs but \$63.95, while a minimum service for 8 in a brides' chest is but \$37.95. Either may be bought on easy terms. And, this spring, starting sets are at the lowest price in years —\$28.95 for a service of 6.



**1847 ROGERS BROS.**  
"AMERICA'S FINEST SILVERPLATE"

**But which for you?** Do you share Miss Lombard's love for "Adoration"—with its exquisite detail and depth of etching that only sterling can equal? Or would your choice be "First Love," with its deep, full sculpturing? "Lovelace," with its richly pierced motif? "Marquise," richest of all? Or "Sylvia," as sweet and simple as an old love song? See all the lovely 1847 Rogers Bros. patterns at your dealer's. International Silver Company, Meriden, Conn.

● **TUNE IN THIS SUNDAY—Hear Carole Lombard in "THE SILVER THEATER."** 6 P.M., E.D.S.T.; 5 P.M., E.S.T. or C.D.S.T.; 4 P.M., C.S.T.; 3 P.M., M.S.T.; 2 P.M., P.S.T.; Coast-to-coast Columbia network.



THERE'S NO HURT  
LIKE FORGETTING

...THERE'S NO JOY LIKE  
BEING REMEMBERED

MOTHER'S  
DAY  
SUNDAY  
MAY 12<sup>TH</sup>

Mother dear—  
Today is Mother's Day  
to the world, but  
every day is that to me.  
And here's a token  
from your little boy  
who grew up—  
but didn't forget  
that big Sampler  
that you always  
liked so much.  
Bob



Sons and daughters everywhere know that remembrance is a *must* for Mother's Day. *There is no hurt like forgetting.* And there is no reason for forgetting when nearby dealers are ready with beautifully decorated Mother's Day packages of Whitman's, ready to send to your order *anywhere*.

Make your selection today. And have your children remember *their* mother, too!

**The SAMPLER, 17-oz., \$1.50**  
World-famous box of favorite confections—100 enticing pieces, 35 different kinds. Specially decorated for Mother's Day as above. Also 2, 3 and 5-lb. Samplers.

**The FAIRHILL, 1 lb., \$1.00**  
Outstanding box of candy at its price. A delightful variety. Richly decorated for Mother's Day, as at right. Also 2, 3 and 5-lb. Fairhills.



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STILL WET WITH RAIN THE COBBLESTONES OF FLANDERS ("PAVÉS DES FLANDRES") LEAD AWAY FROM THE NORTHERN CITY OF LILLE WHERE MANY WARS LEAVE FEW TREES

# THE LAND OF FRANCE

## FOR IT A DEVOTED PEOPLE GLADLY DIE

The love of the land of France is written deep in every Frenchman's heart. He probably loves the land better than he loves the women of France. He loves it more deeply and knowledgeably than Americans, Englishmen, Germans, perhaps more than anybody in the world. For this love the Frenchman has been fighting for centuries, is fighting again today. It is what gives the wars of the French their stubborn, bitter quality. Even in Paris, the man sitting in the cafe with his hat over his eyes is thinking about the fields he ran over as a boy. The wine he drinks reminds him of a hillside he knows well, of how hot the sun was there and how dusty the grapes. For France is a countryman's country.

On these pages are some of the landscapes that

Frenchmen remember. They were taken by two French photographers, one of whom got the Legion of Honor. They demonstrate the forgotten fact that there are many Frances and they are all lovely.

In the east is Burgundy, the land of flat hills rolling toward the Rhineland where the fighting swirled around the castles of the Habsburgs and the Dukes of Lorraine. In the north is the plain of Flanders whose soil is sown with the iron of a hundred wars and few trees are to be seen. In the northwest is the thriving green country of the warrior Normans. To the west the ocean fogs roll across Brittany from the Atlantic, producing a land and a people much like Maine, where the language and the cooking are harsh and Celtic. There the stone towns

with the names that so delighted Proust bear the imprint of the dawn of France—Quimperlé, Lannion, Vitré, Questembert. And there the Bretons still dream of an independent Brittany.

To the southeast are the Alps and the slopes once ruled by the princes of Savoy. Now France rules right up to the snowy crestline. Here the stupendous ice masses flow into the golden valleys of the Riviera and make a land surprisingly like the coast of California. There are many other peoples—the Provençals, Basques, Gascons, Auvergnats—but precisely in the sense that all Americans are American, the single history of France has made all these men Frenchmen. They contribute, each his own quality, to the rich democratic total that is France.



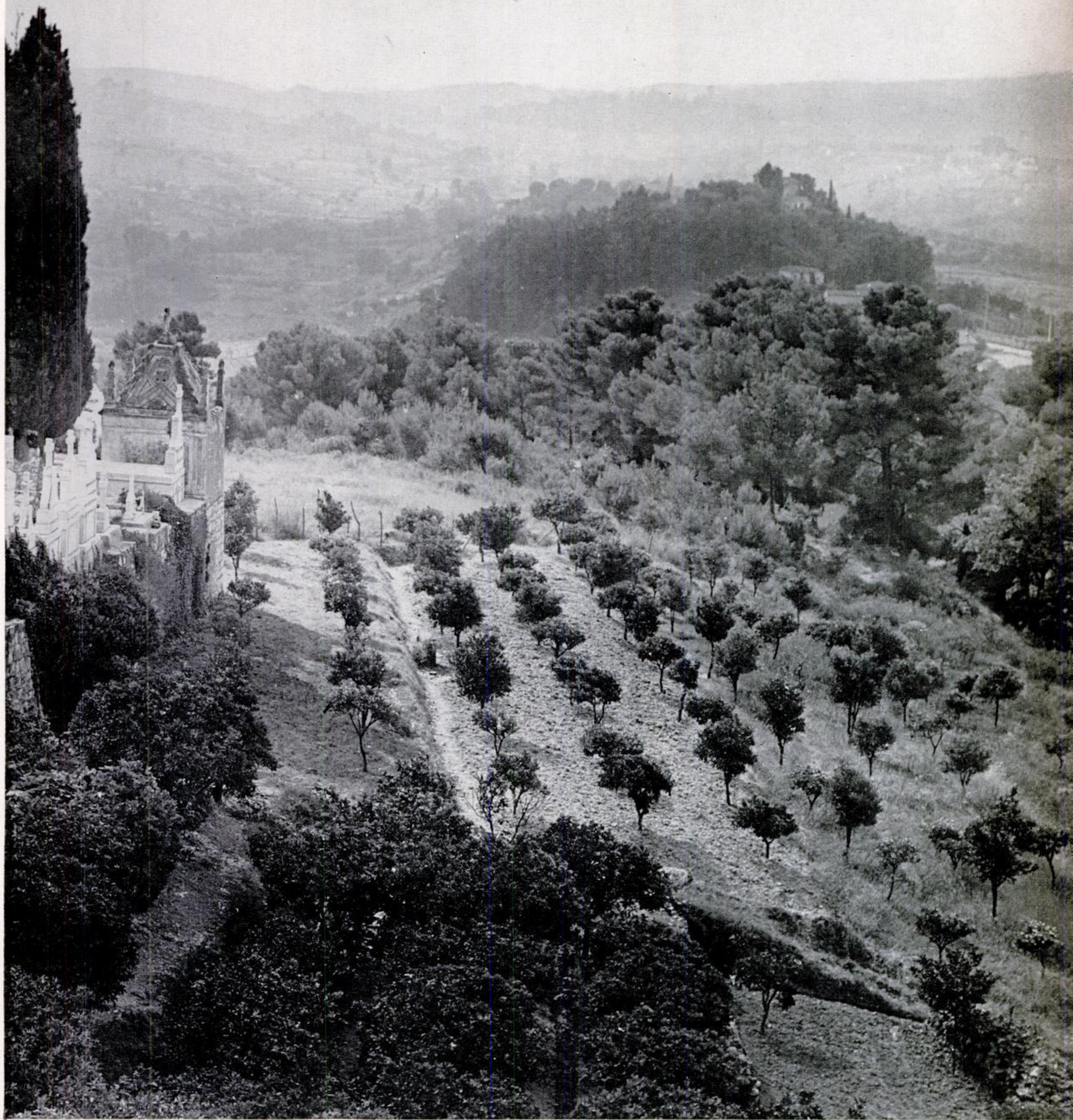


## CHURCH TOWN OF EASTERN FRANCE

**O**ut of the wheat and the vineyards of eastern France rises the tiny cathedral town of Vézelay. On these slopes once stood the fair-haired Frankish chivalry of Burgundy to hear St. Bernard preach the Second Crusade in 1146. A monastery that once stood on the promontory at right grew rich from the departing Crusaders. In the religious wars that followed, the Huguenots sacked the town.

The big building atop the hill is the superb Basilica of la Madeleine, looking much as the Burgundians of the 13th Century meant it to look. The roof tiles of the village are wine red shadowed with green lichen. In the hills just eastward toward the Rhine are the slopes where every village is the name of a famous wine. Here was the great Gothic feudal state of Burgundy whose lands ran up to the Zuider Zee.





In the deep south of France is Provence where in old times the troubadours sang a great deal of love and the knights rode in red brocade and Cordova leather. These dark, subtle men, untainted by the blond barbarian invasions of the north, swept by the wet mistral wind, built the free town of St. Paul du Var on the hill whose corner can be seen at the left of the picture. Its heavy 16th Century walls still stand.

Here the land steps down toward the Mediterranean. There are pleasant groves of olive and orange. On the coast are palms, and octopus lie deep in the caves of the sea. Hereabouts the peasants speak an Italian patois. To the west they speak a language called Provençal, which is almost totally unintelligible to a Frenchman. This is the liquid tongue of the troubadours, now forgotten except by a few scholars.

## ORANGES GROW IN THE WARM SOUTH





## THE LOIRE CANAL LEADS TO PARIS

Few lands are so thoroughly checkered by waterways as France and the French have filled in the gaps with canals. The canal above parallels the Loire south of Paris connecting the valley of the Loire with the Seine. This water system taps the great industrial center of southeastern France. The traffic moves at a sleepwalker's pace with a speed limit of four miles an hour. Most of the barges are drawn

by philosophic donkeys and horses along the tow-path (*top*) beside the slim bare poplars. But for all this calm, the canal carries 1,620,000 tons a year to Paris—coal, cement, bricks, sand and lime from Lyon and the dry mountain country of south central France. The landscape along its banks shifts from the plain where cowboys ride herd to this chateau country and on to the smoking suburbs of Paris.





**O**n the edge of Brittany in the west where dark stubborn men speak a kind of Celtic is the strange bog of La Grande Brière, one of the most isolated parts of France. This village of Fédrun was once all swamp land, is still surrounded by lagoons. The pile between the houses is not manure but peat, which the villagers cut and burn and sell. The people are supposed to be descended from Norse pirates who

rowed their longboats up the overgrown estuary of the Loire to divide their booty. But the thatched houses are much like those of any peasant village in northwestern France. The whole marsh land, writes Alphonse de Châteaubriant, "is filled with the silence of men and the singing of reeds." Not far from here are the villages whose historic names are celebrated in Marcel Proust's *Remembrance of Things Past*.

## THE OCEAN COAST HAS A DIM PAST



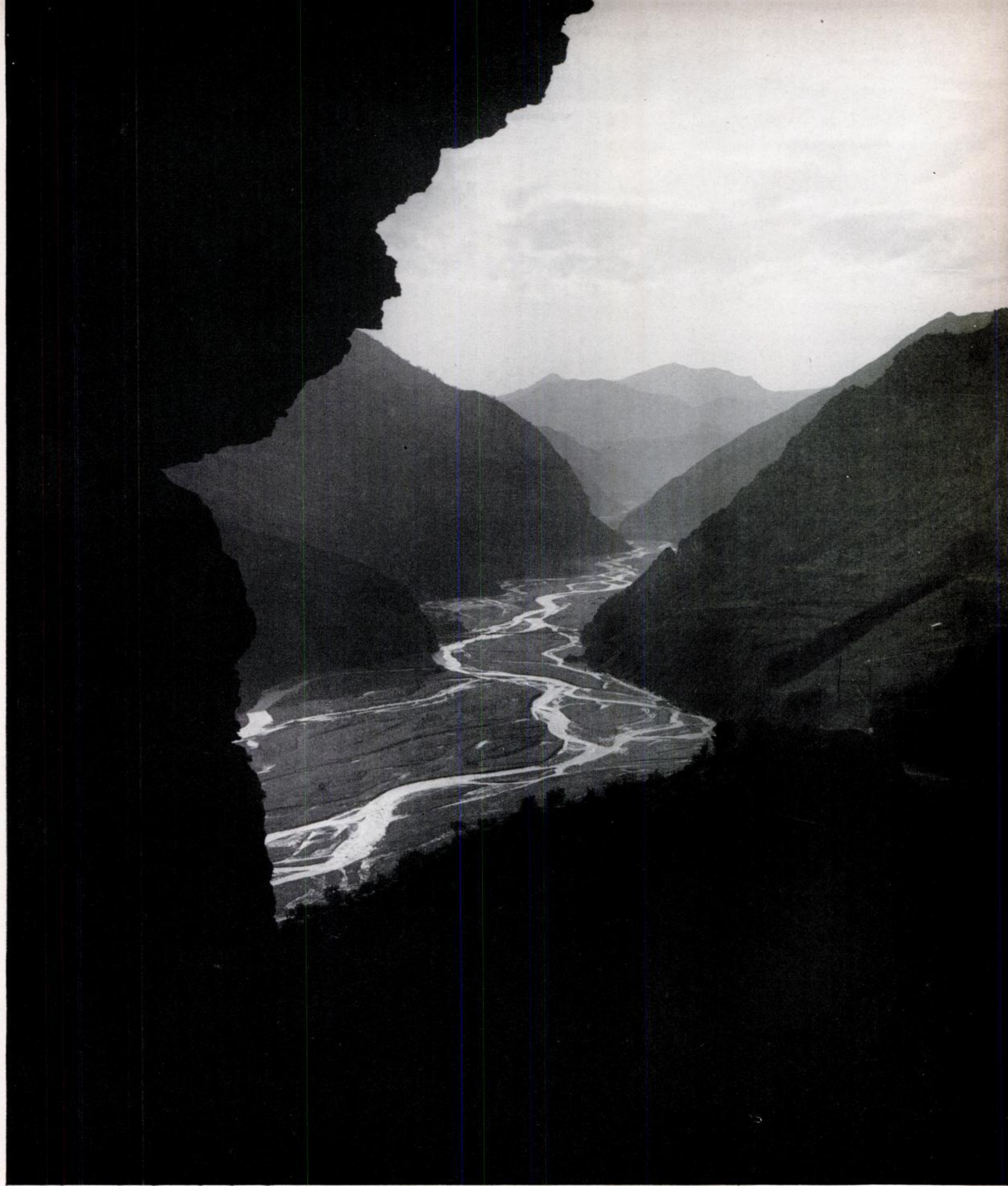


## AVENUES OF ELMS SHADE NORMANDY

The rich, vigorous land of Normandy in the northwest is cut by such long straight roads as this between Verneuil and Laigle. This aisle of elms runs straight for 15 miles past dairy farms and half-timbered houses standing deep in hollyhocks and roses. Here flourished the Normans, at one time undoubtedly the best fighting men in Europe. They conquered England, most of France, Sicily, Southern Italy and

much of the Holy Land. The Normans who went to England succeeded for 300 years in keeping Normandy too, and one of them, Henry I, fortified Verneuil. Farther north the English Normans slaughtered the French at Crécy and Agincourt and for centuries the English knights rode down these long roads. Just down this road is the scene of a famous story by Madame de Ségur laid in the Forêt de Laigle.





**T**he red and yellow cliffs of the gorges of Daluis cut down toward the Mediterranean from the Maritime Alps in southeastern France. The shallow tracery of river in the bottom of the gorge is the beautiful Var. The green of the mountains and the blue of the sky are incredibly bright. For 200 miles the eastern wall of France is formed by the towering chains of Alps. The source of the Var is high in

the mountains near Barcelonnette, summer home of France's Premier Paul Reynaud. The little valleys nearly all contain a walled citadel, from which a little nobleman once ruled the valley, forgotten by the great lords who fought in the big valleys. Now a bus winds up the valley, searching out the little castles and the ski runs for American tourists and sometimes, in a dry summer, dodging forest fires.

## THE FRENCH ALPS RUN TO THE SEA



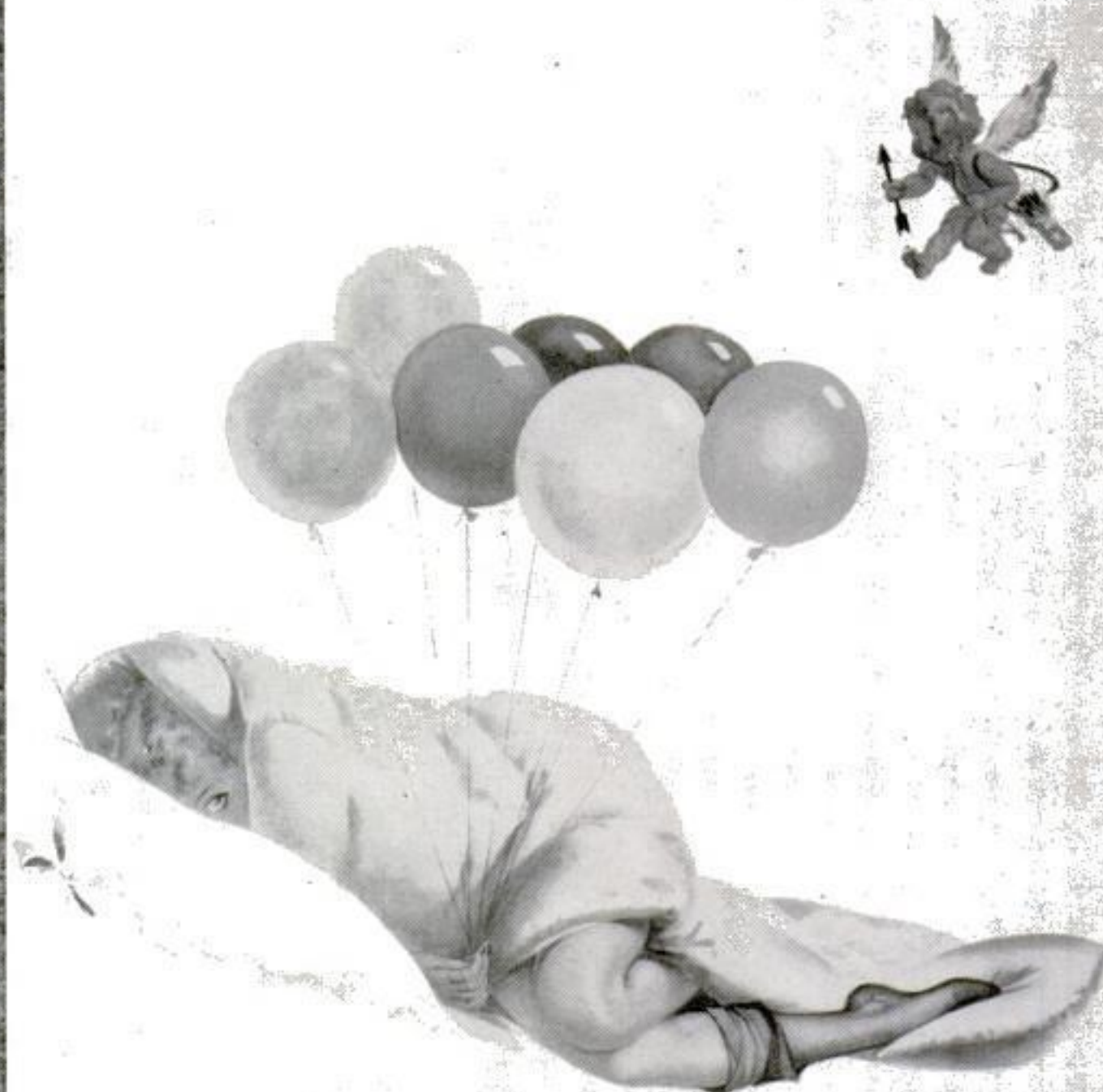
PIN-UP PICTURES No. 3

Supplement to THE EVENING STAR, MARCH 20, 1940



PIN-UP PICTURES No. 4

Supplement to THE EVENING STAR, MARCH 22, 1940



BALLOON BARRAGE

By RENÉE CHARRON

PIN-UP PICTURES No. 2

Supplement to THE EVENING STAR, MARCH 21, 1940



FAKE COVER

By RENÉE CHARRON

PIN-UP PICTURES No. 1

Supplement to THE EVENING STAR, MARCH 19, 1940



ANTI-AIRCRAFT

By RENÉE CHARRON



## "PIN-UP PICTURES" FOR SOLDIERS' WALLS GRACE BRITISH MAGAZINES

In wartime the staidest of British journals feel a patriotic obligation to let down certain bars for the benefit of the lonely men at the front. In 1914-18, even England's "class" magazines, ordinarily devoted to society doings, so far unbent as to publish "Pin-up Pictures." Chief hit of that artistic heyday was made by the late Raphaël Kirchner, whose winsome young ladies in daring undress (*right*) were the toast of the trenches.

Once more "Pin-up Pictures" have appeared among the knights and duchesses in such magazines as *Sketch* and *Tatler*. To succeed the Kirchner girls, *Sketch* has lush young ladies in filmy underthings by an American named Merlin (*bottom*). *Tatler* is running a series by Renée Charron, whose pert, French-looking girls flee Cupid's air raids (*opposite page*). Reports from the front indicate that the new Pin-up Girls are holding their own with "art studies" like those favored by the soldier below.



BRITISH TOMMY DECORATES DUGOUT WALL WITH "ART" PHOTOGRAPHS

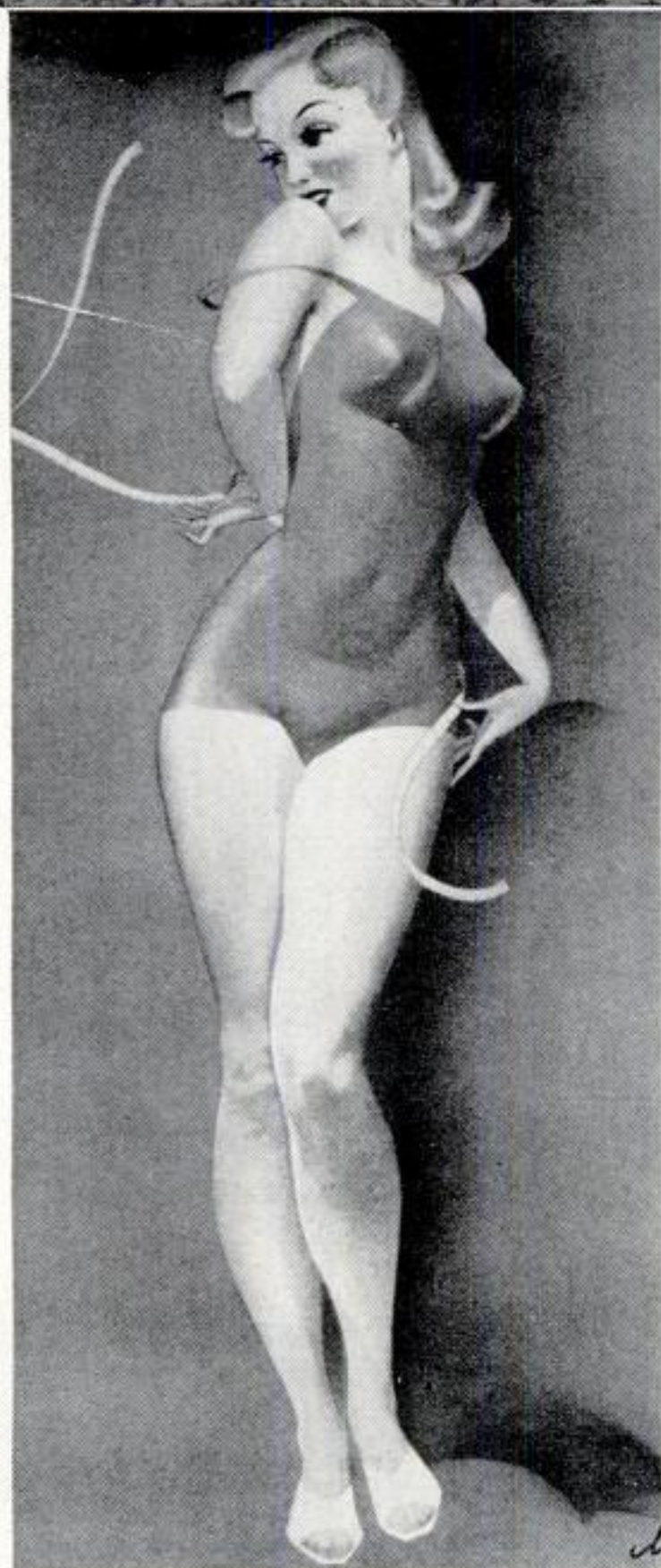
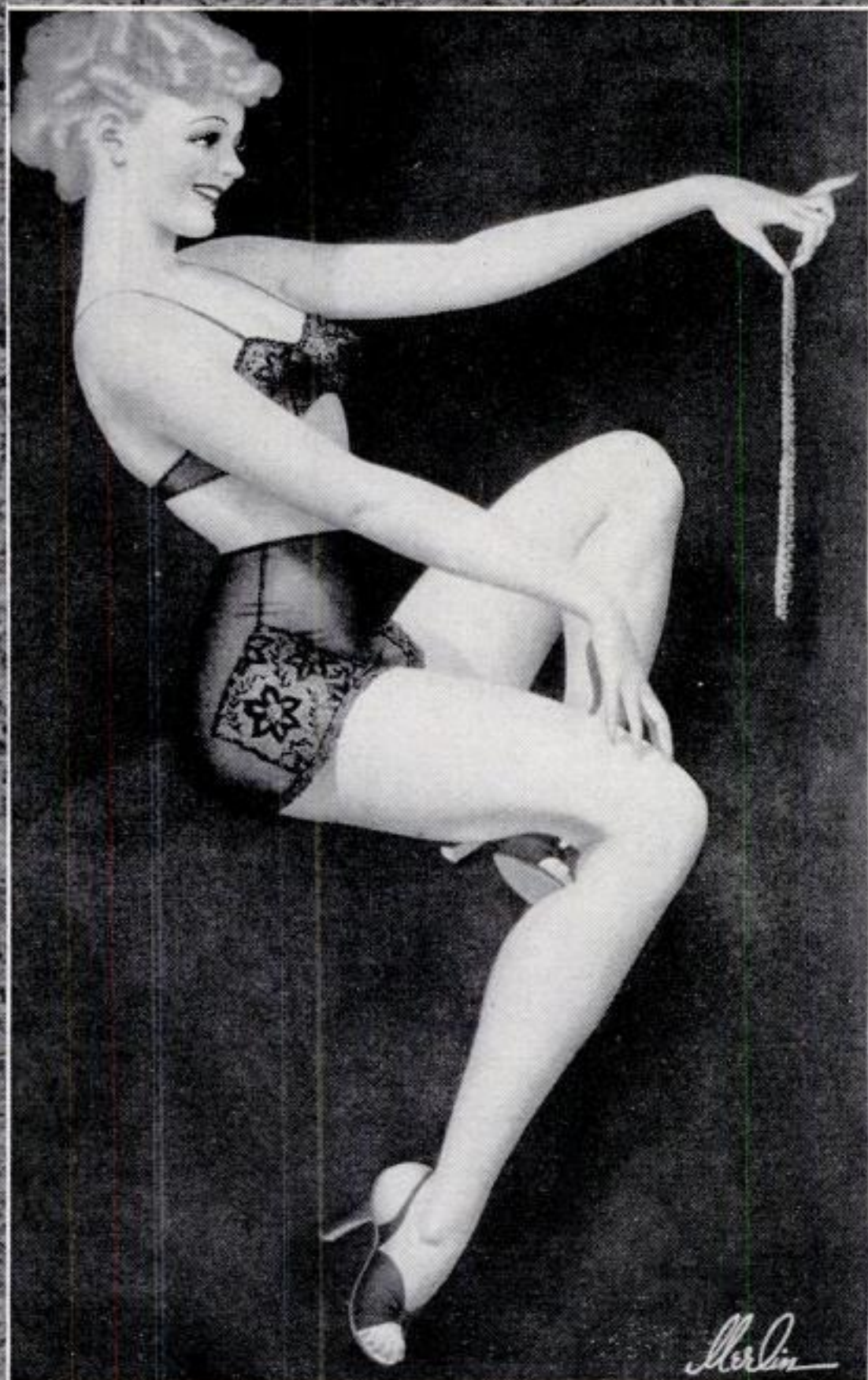
### KIRCHNER GIRLS, 1914-18



These were the hit of the last War. *Sketch* hopes its Merlin girls will capti-

vate soldiers now "as Kirchner's frivolous little ladies enslaved their fathers."

### MERLIN GIRLS, 1940



American in style, as well as in origin, is the Merlin girl. She is the creation of Merlin Enabnit, 36, of Chicago, a disciple of

George Petty. The titles, however, are strictly British: "This cost a pretty figure" (*left*),

"Good measure" (*center*) and "Well, George, I'm no iceberg" (*right*). Merlin has drawn 27 such sketches for *Sketch* so far.



# HOW A FEW THOUSAND NAZIS SEIZED NORWAY

AN EYEWITNESS REPORTS "THE BIGGEST BLUFF IN MODERN HISTORY"

by LELAND STOWE



LELAND STOWE

Mr. Stowe, whose article on the German conquest of Oslo LIFE presents herewith, is the 40-year-old correspondent for the Chicago Daily News and 24 other papers that subscribe to its foreign service whose work in Scandinavia has made him the No. 1 journalistic hero of World War II. Stowe headed the New York Herald Tribune Paris bureau from 1927 to 1935. He won the Pulitzer Prize for his dispatches on the Young Plan in 1930. His stories on the Finnish campaign last winter were reportorial masterpieces.

In this article, cabled exclusively to LIFE from Stockholm, Stowe fills in the background for his world scoops and supplies the first comprehensive account of the preparation, execution and effect of the German invasion thus far printed in the U.S.

STOCKHOLM (BY CABLE)

Exactly one week before the Germans marched into Oslo, I was in Stockholm with a reservation to fly to Riga. Then I read something in the London *Daily Telegraph* that reinforced my feeling that I had better get to Norway first. Two Americans and one British correspondent had just left for Norway via the Swedish iron ore fields and Narvik. Edmund Stevens of the *Christian Science Monitor* also wanted to go that way—because Narvik's ore export was the center of the Anglo-Norwegian controversy. It was a temptation but something in my bones said, "Get to Oslo first." I said to Stevens: "We don't want to be bobbing around off the northern coast just when the Norwegian Government tells the British to go hang themselves. I am going straight to Oslo." Stevens said, "I guess you're right." We reached Oslo on Thursday, April 4. There we found only one other U.S. correspondent, who was about to leave and assured us we had come too late.

From Thursday until Sunday night, it looked as if he had been right. Osloans swung briskly along the streets in the first spring sunshine. The Grand Hotel's cafe and *kelleren* were packed with lusty, laughing youths—big finely built fellows—and with some of the prettiest girls we had seen in Scandinavia.

Wherever we went, everybody seemed to be having a good time, despite the fact that everybody was paying plenty for everything. The blockade crisis seemed dead so we spent Friday and Saturday digging up pictures and story material. I learned that the Norwegians have a 2% sales tax; that their cost of living had risen 25% since last September; that Norway had twice as much shipping tonnage as she had in 1914—and a lot of other things I never had a chance to use. The Foreign Office assured us that the British note of Friday appeared much more restrained than had been feared.

The first writing on the wall appeared on Sunday evening, April 7. We were dinner guests at the home of Raymond E. Cox, first secretary of the American Legation. The wife of a Norwegian official asked me if I had heard about the strange film that was shown at the German Legation on Friday night.

"It wasn't even a gala dinner," she said, "but they made it 'white ties with decorations!' The invitations announced that a very unusual film would be shown. The Germans invited everybody in the Government, all the high defense officers, all the bigwigs in Oslo but they did it on only two days' notice—that is why most of the cabinet members couldn't go. But more than

CONTINUED ON PAGE 92



German soldiers landed at Oslo from 25-ton Junkers transports, capable of carrying 40 men. They met no resistance from Osloans demoralized beforehand by sight of bombers.



General Nikolaus von Falkenhorst (second from the right) arrived at Oslo by transport to command Nazi forces in Norway. He was promoted to the rank of general last Oct. 1.



The invader's vanguard marched boldly up Oslo's main street past 30,000 apathetic citizens, including steel-helmeted air-raid wardens (foreground). Not a shot was fired in the city.



Twelve-piece German band played *Roll Out the Barrel* in an Oslo square on second afternoon of invasion to lull Norse senses. Youngsters gaped admiringly at husky Germans.



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350	21.00	30.91	31.50	21.19
400	24.00	35.33	36.00	24.22
450	27.00	39.75	40.50	27.25
500	30.00	44.16	45.00	30.27
550	33.00	48.58	49.50	33.30
600	36.00	53.00	54.00	36.33

\*NOTE: You take the cash delivered price of car plus insurance cost and documentary fee or tax, if any. (Your dealer will supply these figures.) Then take off the amount of your down payment or trade-in allowance. The result is the *amount to be financed*.



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FAR TOO MUCH  
TO RISK GETTING  
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**HOW YOU, TOO, CAN KEEP YOUR COMPLEXION LOVELY  
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BECAUSE PALMOLIVE IS MADE WITH OLIVE AND PALM OILS, NATURE'S FINEST BEAUTY AIDS. THAT'S WHY ITS LATHER IS SO DIFFERENT, SO GOOD FOR DRY, LIFELESS SKIN! PALMOLIVE CLEANSSES SO THOROUGHLY, YET SO GENTLY THAT IT LEAVES SKIN SOFT AND SMOOTH... COMPLEXIONS RADIANT!

THAT SOUNDS TO ME LIKE AN AWFULLY GOOD REASON FOR USING ONLY PALMOLIVE. I'M GOING TO GET SOME RIGHT AWAY AND LET PALMOLIVE HELP KEEP MY COMPLEXION LOVELY, TOO!

**MADE WITH Olive Oil  
TO KEEP SKIN SOFT, SMOOTH**

## HOW THE NAZIS SEIZED NORWAY (continued)

200 personalities was there, and for more than an hour they sat and looked at the most terrifying pictures imaginable. They were motion pictures of the bombing of Polish cities by the German Air Force. Everyone sat in deathly silence. At the end a single man, a notorious pro-Nazi, applauded. No one else made a sound.

"Then Doctor Kurt Brauer, the German minister, began asking people how they enjoyed the film—this, while the champagne and the sandwiches were being served. He told everybody that the movie wasn't a war film—it was a peace film because it showed what suffering people who chose the course of peace could avoid. Most of my husband's friends didn't stay for the champagne supper but imagine the feelings of everyone who was there! Wasn't that a fantastic performance? What do you suppose the Germans meant by it? My God, what a nerve they've got!" Riding back to the hotel, I said to Stevens: "We've got a swell story." But so much happened the next day that I saved it for Tuesday, April 9.

At 6 o'clock Monday morning, the British and French ministers informed Norway's foreign minister, Professor Dr. Halvdan Koht, that the Allies had placed mine fields between Narvik and Bergen and Stevens and I, *grâce à Dieu*, were not in Narvik. We were the only American correspondents in Oslo. We called at the foreign office at 9 o'clock that morning. There a press official spilled the big news. He added, "After this, hell is let loose."

Crowds of Norsemen clustered around press bulletin boards all day. Extras appeared. We heard harried Professor Koht tell a curiously silent *Storting* that the British must re-collect their mines. Not one deputy raised his voice or clapped his hands but all looked grave.

Nevertheless, Oslo's restaurants and cafes were as carefree as ever that night. Around the corner from the University, an upstairs cafe echoed with song in which everyone in the room joined in the refrain, while scores of young Norwegians madly improvised swing steps on the adjacent dance floor. They had more vitality and abandon than I had ever seen anywhere outside of the U. S. A. and Rio de Janeiro.

All this gaiety seemed completely out of tune with the day's news. It gave me an uneasy feeling as I watched it. I remember remarking to Stevens: "Maybe there'll be 500 German bombers over this city before the week is out." But this was merely Yankee prudence. As I went up to bed I really didn't believe it.

## Bedlam breaks loose in the night

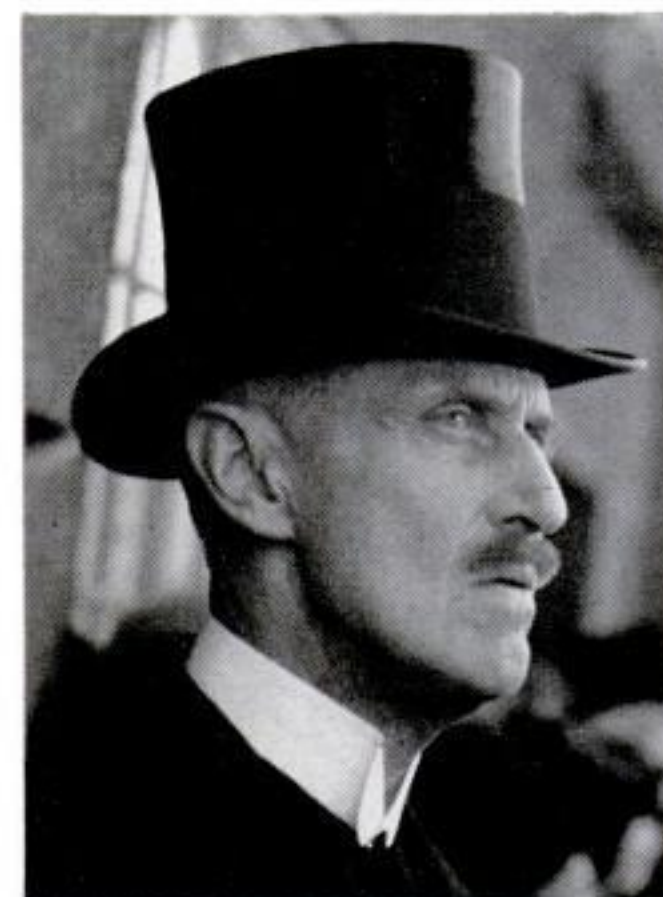
That was shortly before midnight—a few minutes before the beginning of Tuesday, April 9. At 12:35 a. m. bedlam broke loose below our corner of the Grand Hotel, which fronts on Oslo's main Karl Johan Street overlooking the park. I was half asleep and annoyed when Stevens came tearing in shouting, "You hear that? It's an air alarm."

"Like hell," I said. "It's a bunch of cars stuck behind a truck. No air alarm ever sounded like that in Helsinki."

"I tell you, it's an alarm. Look, all the electricity has been turned off."

Sure enough, we stared out on a lightless city. Hundreds of Oslo's late cafe crowds were standing in mystified groups on the sidewalks.

[CONTINUED ON PAGE 94](#)



**King Haakon** fled Oslo eight hours before the Nazis arrived, when the Germans muffed a plan to seize him at his palace.



**Foreign Minister Koht**, member of the Nobel Peace Prize committee, got ultimatum hour after Nazis were due to arrive.



# The Forgotten Driver **HAS HER SAY-**

MANY a man is apt to forget that his wife has her full share of driving—on the endless trail from home to school to stores to church. But *she* doesn't forget!

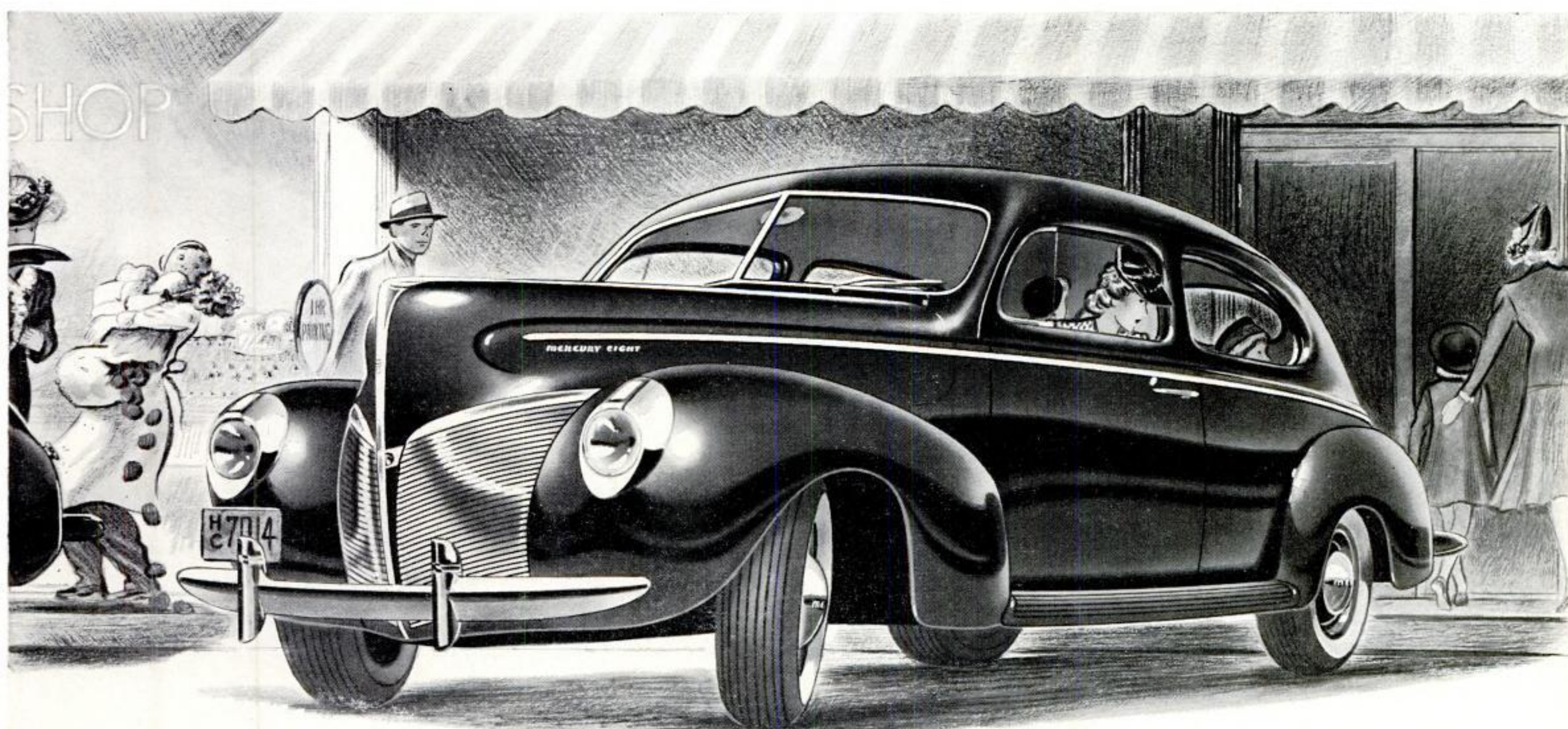
Ever since the big new Mercury appeared, unsolicited praise has poured in for this handsome "eight" from women. Read what some of these "forgotten drivers" say:

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—MRS. A. B. BARRET, St. Augustine, Fla.

"I have used my Mercury constantly and recently made a trip of over 4000 miles in perfect comfort. I am greatly impressed by its beauty, easy handling, and exceptional gas mileage—delighted that the Mercury is in the Ford Family."

—RUTH ELDER GILLESPIE,  
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"I find so much pleasure in my new Mercury. Its size and weight give me the feeling of security I like—and it is such a joy to handle. Then, too, I like its economy of gas and oil, a very important factor these days."

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**Fornebo Airport**, a new commercial landing field some three miles west of Oslo, was promptly occupied by the Germans as a base for planes flying in troops from Denmark. British planes bombed its runways and hangars for the first time on April 12.

## HOW THE NAZIS SEIZED NORWAY (continued)

A few cars were screaming through the streets but every streetcar was stopped. Although we did not know it for hours, the Government had ordered general mobilization.

We hung out of the window for half an hour. Nothing happened. I decided it was probably a test alarm, intended to make Osloans serious minded. Having stayed in bed through air alarms in Helsinki, Stevens and I elected to show a little Finnish-trained nonchalance. We had no editions for hours yet and we thought that we would need all the rest we could get before Tuesday was over. So we went to bed.

Several times during the night the crazily honking alarm woke me up. Motorcars kept shrieking through the street. Shortly before 7 o'clock another alarm shattered my last effort to doze. There was nothing in the sky, but lots of pedestrians were still clustered on the sidewalks. I started down the corridor to get some papers and walked straight into Urho Toivola, who had been press chief in Helsinki during the first two months of the Russo-Finnish war.

"Have you heard the news?" Toivola cried. "The Germans presented an ultimatum at 5 o'clock this morning. They are going to occupy all Norwegian ports. Parliament has just met."

"What?"

"Yes. The Government is evacuating to Hamar. The King and the royal family are leaving now. Parliament voted unanimously to resist. I tell you, it's hell for fair this time. They say they are fighting now down in the fjord."

We woke up Stevens. He and I pumped Toivola, who was leaving at once to follow the Government. I ordered my breakfast and started to dress. Then came the familiar roar of big planes but louder and nearer than I had ever heard them in Finland. It was 7:45 o'clock.

## "There come the bombers"

I leaped to the window as Stevens ran in crying, "There they are, there they come. My God, look at them. They are grazing the roofs."

Five huge tri-motored bombers, engines wide open, shaved the tops of the buildings across the park. They roared like hungry lions. You could see the German crosses beneath their wings. "God help us, if they let the bombs go now," I thought, but already they had swerved over the hotel. No bombs this time. In a few minutes they were back still swooping low, still roaring, still holding thousands of people speechless and paralyzed on the streets and in their windows. Next time they circled high. Then they came low again. Each time Norwegian machine guns crackled. Each time the bombers speeded unheedingly on.

Steve said he was going downstairs to find out what was happening. My bacon and eggs were on the table. "To hell with the planes, I'm going to eat," I said. "I'll be damned if I'll let the Germans spoil my breakfast. Probably this will be my last chance to eat all day." So I gulped down the food while the planes roared back and forth. I heard a few heavier explosions among the staccato of the machine guns. From the window I saw several anti-aircraft shells burst but they were wide of the mark. It kept up like that for two and one-half hours—always with crowds of Osloans standing and watching curiously in the streets. They simply seemed amazed by

"One good drink deserves another!"



● The surprising thing about grapefruit juice is that you seem never to tire of it! Especially if it's that *tangy* juice you get only from *Florida* grapefruit!

Try it as a meal-starter—or as a mouth-freshening nightcap. Its vitamins and minerals help your body renew and rebuild itself while you sleep. And it's good for you in a dozen different ways. Why not enjoy some today?

## FLORIDA

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**Beautiful Oslo** lies between Oslofjord and pine-covered foothills where Osloans ski. In looks it is like San Francisco, in population equal to St. Paul. On these docks German minister waited in vain for the *Blücher*, finally delivered Nazi ultimatum anyway.

the whole performance. They didn't seem to have any idea what one bomb could do.

I got Mrs. Day Adams Morgenstjerne, the young American wife of a Norwegian engineer, on the phone. She had agreed to report at 9 o'clock that morning to do translations for me. When I learned that she had two small children, I insisted that she should remain at home but I asked her to take notes for me on all radio announcements. From her I learned that Professor Koht had announced the Government's departure at 8:30 o'clock, also that the Norwegian Admiralty had an extraordinary communique on the air every 15 minutes. The communique said that the Germans were on their way through the narrows of Oslofjord, that Bergen and Narvik had also been seized and probably Trondheim. Why the Admiralty was spreading these reports to the four winds, none could guess.

### The same planes swoop over Oslo

So that incredible day of April 9 started and so it continued until 10:30 o'clock. Nazi bombers kept swooping over the city but there were never more than three or five in sight. We kept waiting for squadrons of them but they never came. Why, nobody knew. Everybody waited for 100 or 200 German planes. Eleven o'clock came and still they did not come. Everybody was also asking over and over, "Where are the British?" There was never any answer to that.

From 11 o'clock onward, the handful of German planes vanished almost completely from the sky. False peace settled over Oslo. Tens of thousands of Osloans thronged the sidewalks and waited. At noon Warren Irvin, European correspondent for NBC, rode in on the nose of the news. That made us three Americans and—so far as we knew—the only foreign correspondents in Oslo. We did not even meet a Swedish journalist for another 24 hours.

Wherever we turned, nobody could tell us what had happened in Norway's seaports, least of all what had happened only a few miles down Oslofjord. All taxicabs had long since been commandeered by the departing Government.

We had gone to the telegraph building fighting to get press cards, at 9 o'clock. We could find no chief at his post, only mystified employes clogging the corridors, while the air sirens hummed. All telephone and telegraph communications with the outside world were cut. Nobody could tell us anything beyond that. We tried to write something and clamored futilely for Stockholm or Amsterdam connections.

At 2:30 o'clock I ran past the porter's desk in the hotel.

"Aren't you going to see the Germans coming in?" he called.

I yelled for Irvin and Stevens. We rammed our way through the mob outside. In the street I pushed straight against a burly fellow in a strange field-gray uniform. The uniform was German. He was waving his arms and shouting orders (in Norwegian) to several big Oslo policemen. The burly German had half-a-dozen German non-coms with him. They went on up the boulevard giving orders. The Norwegian police, who never carry arms, hurriedly cleared the Karl Johan Street of all traffic. One told me, "The Germans will be here in a few minutes."

We fought our way into the hotel and found a vantage point on its front balcony. The entire length of the boulevard was lined with waiting thousands. The boulevard itself was completely cleared, ready for the conquerors. At 3:03 o'clock we saw the thin column

CONTINUED ON NEXT PAGE

## The 12 Most Distinguished Tables in America IMPERIAL *Masters* TABLES

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## HOW THE NAZIS SEIZED NORWAY (continued)

swing into the boulevard at the foot of the hill before the Royal Palace. Six Norwegian mounted policemen led the way. They were escorting the Germans in—everything was as orderly as for a national holiday parade. We could scarcely believe our eyes but here they came.

Directly behind the mounted police strode the German general, Nikolaus von Falkenhorst, and two other officers. They led the column. Then came the German regulars, three abreast, granite faced and loaded with equipment, rifles and machine guns on their shoulders.

The only pointed weapons had been two guns from the back of the open truck that preceded the troops up the boulevard. They were hard-muscled soldiers with lots of iron in their faces. They marched magnificently. Mostly they looked straight ahead but some shot triumphant smiles toward our balcony. Several times von Falkenhorst acknowledged Nazi salutes from persons in the crowd, who were undoubtedly some of Adolf Hitler's advance agents. Within seven minutes the thin column had passed. It consisted of two incomplete battalions, which had been landed at Fornebo Airport since daybreak.

### Not a hand was lifted

Norway's capital was captured by fewer than 1,500 men. Perhaps 30,000 Osloans watched, at least half of them men, and two-thirds of these of military age. Not a bomb had been dropped inside the capital by the Germans. Not a shot was fired. Not one hand or one voice was lifted as the German regulars paraded into complete possession of Oslo, and at any time up to that moment even 20 British bombers could easily have ruined the German landing party at Fornebo, protected as they were by only half-a-dozen planes. At any time within the following 24 hours, 50 British bombers over Fornebo would have thrown the German forces of occupation into consternation. With sheer nerve and audacity the Germans seized Oslo, counting confidently on British slow motion. Those who conquer must know how to take big risks.

No wonder this tiny band marched in like conquerors. They were.

About 5 o'clock in the Continental Bar, the radio blared suddenly on. It was an Oslo station. The language was Norwegian but the tone was electrifyingly that of Berlin. The formation of a Quisling "national government" was being announced. For the first time Osloans about us had serious faces, especially when the Army sergeant's voice snapped out, "Anyone who does not comply will be considered a criminal."

A brief, unhappy silence followed the close of the radio declaration. Then most of the young Norwegians went back to their cocktails and one amorous fellow resumed hugging his girl friend. Irvin and I didn't like the place and went out. All day long the only indignant people we had seen or heard were each other. The end of the Viking legend, at least so far as Oslo was concerned, was exactly like that.

In the evening (still April 9) I had occasion to seek out Major Vidkun Quisling, the new "premier." His address at the moment turned out to be Room 430 in the Continental Hotel. I found one Norwegian there and three efficient-looking Nazis. When Major Quisling came, a tall man in his early 50's, he turned the matter over to Reichsamtleiter Schoedt. The Reichsamtleiter had chiseled



From Grand Hotel, Leland Stowe watched the thin German column swing into Oslo. German officers took over hotel and troops bivouacked outside. But in the hotel cafe, young Norwegians continued to drink, laugh and flirt despite their country's fate.



features and the air of a man who is used to making decisions. Another chap of similar mold stood at his shoulder. I was referred to the German Legation.

Obviously, the Quisling "government" was not handling press matters but we soon learned that Major Quisling had specialized in other matters. He had held a ministerial post only once, in 1932-33, but the post had been that of Minister of War. Later it was stated that Major Quisling at that time had promoted and appointed many Army officers—and the Socialist Government, which put him out of office later, had never bothered to annul these appointments. Perhaps this explained why the Norwegian commander of the powerful fortress at Kongsvinger and the colonel in command of Sarpsborg told their men to lay down their arms, and why in both cases the Norwegian fortifications were surrendered to German forces that were much inferior. At Sarpsborg, 300 Germans walked in and took over from 3,000 Norwegian soldiers who had been betrayed by their commander. If such incidents were coincidences, they were extremely coincidental.

On the night of April 9, Oslo had its first real blackout. Even so the Grand Café was crowded with men as well as women. Nobody acted as if Norway had just been occupied by a foreign army. Conversation was as usual. I had still not seen one tear nor one ashamed face, but we had heard plenty of people asking why the British did not do something. It did not seem to have occurred to anyone to ask why the Osloans should not do something for themselves.

The police guarded the city for the Germans. Nobody had cut off the electric current. Every trolley conductor continued to operate for his scheduled run. There were no strikes. There was not even a protest. The Osloans still seemed in the foggiest daze that ever afflicted any people. They continued that way for several more days.

### Crowds enjoy soldiers' songs

All that next day (Wednesday, April 10) we were tortured with rumors and uncertainty. All kinds of rumors about fighting in Oslofjord, about Anglo-German sea battles, about Nazi warships sunk in the fjord, but we could find no one who knew what had happened, even on Oslo's doorstep. At 8:30 that morning I dashed for the telegraph building. The sidewalks were blocked opposite the Parliament. Its first-story windows were jammed with German soldiers. One of their number played joyfully on an accordion. They were singing gay Bavarian folk songs and the crowds listened with evident enjoyment. I saw only one person hurry away, a woman, whose face was contorted with distress. That was the only distressed face I saw during the first four days of German occupation.

Already the Grand Hotel doorman was carefully giving the Nazi salute to all comers. When I first entered that morning I noticed a heavy-set man, hat pulled low, cigar clasped in his teeth, lounging in the corner by the door. A 10-year-old child could not have mistaken his profession. I looked back. The doorman had jumped across and was whispering in his ear. The Nazi secret policeman turned to get a confirming look at me and found me doing the same. With my white hair he could not miss me. On a pretext I went out and came back again whistling *Yankee Doodle*.

Wednesday was like that. But we still could not find out how the Nazis had forced the Narrows. And we still could not find a single free car to drive us down Oslofjord to the fort and to Horten, the Norwegian naval base. As for the reaction of the Osloans—or

CONTINUED ON NEXT PAGE



On Oslo's main avenue, Karl Johan Street, which leads to the royal palace (background), only sign of German occupation during first two days was three standing Nazi soldiers, who occasionally questioned civilians, and another seated in a truck.

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**"QUISLING"** Major Vidkun Quisling (above), founder of Norway's minuscule Nazi Party, whom the Germans first set up and then unseated as puppet premier, is now beginning to achieve immortality in an unanticipated way. "Major Quisling," wrote the *Times* of London, "has added a new word to the English language. . . . To writers . . . the word Quisling is a gift from the gods. If they had been ordered to invent a new word for traitor . . . they could hardly have hit upon a more brilliant combination of letters. Actually it contrives to suggest something at once slippery and tortuous. Visually it has the supreme merit of beginning with a Q, which (with one august exception) has long seemed to the British mind to be a crooked, uncertain and slightly disreputable letter, suggestive of the questionable, the querulous, the quavering of quaking quagmires, and quivering quicksands, of quibbles and quarrels, of queasiness, quakery, qualms and quip.

"Major Quisling is to be congratulated. He has performed the rarish feat of turning a proper name into a common one and in so doing has made sure that in a future life he will find himself in a distinguished circle. In addition to Captain Boycott, Aloysius Hansom will be there; also those two Scots, Charles Macintosh and John Loudon McAdam; and first Lord Brougham; and Fourth Earl of Sandwich; and the Great Duke of Wellington in his famous boots. . . ."

A *Times* headline—QUISLINGS EVERYWHERE—next introduced a roundup of other European Nazi sympathizers who might "quisle." In Yugoslavia ex-Premier Stoyadinovich was placed in protective custody. In Switzerland a well-placed Army lieutenant was arrested on suspicion of espionage for Germany. Other potential "quislers" still at large last week include: Sweden's Sven Olav Lindholm, an Army sergeant who willingly dubs himself Sweden's Hitler; Holland's Blackshirt Anton Adrian Missert; Hungary's Greenshirt Kálmán Hubay; England's Blackshirt Sir Oswald Mosley; Belgium's broom-waving Rexist Léon Degrelle and the underground pro-Nazi conspirators who agitate in Alsace-Lorraine.

## HOW THE NAZIS SEIZED NORWAY (continued)

rather the lack of reaction—that was simply beyond comprehension or belief. The city was still full of young men. Curiosity mixed with mesmerism seemed the dominant characteristics of the population. It remained like that until seven German transport ships steamed into Oslo harbor and began to disembark the first of about 20,000 troops at 5 o'clock on Thursday afternoon.

But meanwhile, by great good luck, the American naval attaché had found a car and our friend Mrs. Morgenstierne, whom I had enlisted as Oslo staff of the *Chicago Daily News* for such moments as she could spare from emergency chauffeuring for the American Legation, had volunteered to drive it. Luckily also, I saw a young Norwegian waiting for a streetcar that morning. He had a pack on his back. I suspected he was heading north to join the Government forces as quite a number of young men were now beginning to do. I walked up and asked if he spoke English. He did and he had been a member of the Horten naval-base garrison when the German cruisers came in.

The young Norwegian told me the story of how the Germans got through. That night it was confirmed completely by what Lieutenant Commander Hagen and Mrs. Morgenstierne had learned at Horten. Later, in all essentials, the main outlines of the most amazing and daring political plot in modern history were reaffirmed from other sources. At last we knew how Oslo's formidable sea defenses had been rendered almost as useless as an air rifle—through bribery, treachery and betrayal.

Here in outline is how the unbelievable Nazi plot functioned. The initial move came on March 24—15 days before Norway was

CONTINUED ON PAGE 100





Come quick... the plumbing's broken! "I had seen and felt running water," laughed Myrtle Gebhart, Hollywood reporter, "but the first time I heard it, I screamed for a neighbor... and didn't I feel the world's prize fool when she chuckled 'That's the way water always sounds.'"

## HEARING IS MORE DARN FUN!



MYRTLE GEBHART

For 17 years, Myrtle Gebhart has been one of the 500 accredited press representatives in Hollywood for Eastern publications. Recently she wrote... "I was interviewing one of the new stars, a girl I had never met before. The two men lunching with us, old friends, addressed me in ordinary tones, and naturally, she did, too. During the conversation, I mentioned my deafness. Eyes defensive, the young star turned to me... 'What's the gag? You aren't deaf!'"

"No one who hasn't been deaf for 30 years could possibly imagine the wallop I got out of that moment. For, you see, after trying many hearing aids and getting no help, I recently found that audicles have been developed that *do* bring sound to me!"

"And now I am having the most glorious, incredible, fantastic adventure... of getting acquainted with sounds that are commonplace to most people but a joyous revelation to me. *Hearing is more darn fun!*"

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The new continuous-tone Audiometer with which Sonotone Consultant Harry Worth, of Hollywood, Cal., measures Miss Gebhart's hearing, is one of the many brilliant achievements of the Elmsford, N.Y., research laboratories. Another is the new wearable vacuum tube Sonotone (right) which applies the principle of the radio to making hearing easier.



"Hearing my typewriter was the biggest thrill." In 17 years of interviewing movie stars, Miss Gebhart's typewriter had always been "noiseless" to her ears. "First time I wrote, wearing my new Sonotone, it sounded like an avalanche. I jumped up excitedly! The clatter stopped. 'Maybe', I thought 'it's my typewriter.' It was!... and like a crazy, darn-fool woman I began to bawl in sheer emotional delight."



"I nearly jumped out of my skin for days after I got my Sonotone, hearing sounds I hadn't heard since childhood—birds chirping... dishes rattling... my dog barking..."



"A clack-clack-clack annoyed me exceedingly the first day I wore my Sonotone. I sat down... it stopped. Then it dawned... by golly, my own footsteps."

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"Baptism of Fire," a film portraying havoc wrought by Nazi bombers in Poland, was shown to important Norwegians in Oslo two nights before invasion to teach them the value of not resisting Nazi might. Its Berlin premiere was viewed by Göring (above).

### HOW THE NAZIS SEIZED NORWAY (continued)

invaded. On authority which I believe utterly reliable I learned in Oslo that Germany's merchant marine was mobilized to act as the spearhead of the Nazi seizure of Norwegian ports. From March 24 all German trade ships plying Norwegian waters were ordered secretly to load up with all the soldiers and arms they could carry and still disguise their presence. They were told to proceed up the north coast to put in at their customary ports or other strategic harbors. When the hour for action struck they must disembark their forces in the middle of the night and lead in the capture of towns and cities.

But long before March 24, Hitler's smoothest agents had been busy greasing the wires in Oslo with the ardent assistance of Major Quisling, whose pro-Nazi Party had never been able to elect a single deputy to Parliament and whose nationalist newspaper *Free People* still had less than 3,000 circulation in all Norway. But Major Quisling had maintained close personal relations with many key officers in the Army and Navy. Moreover, his Nazi supporters furnished seemingly unlimited funds. These funds soon paid enormous dividends.

On the night that I reached Oslo things were happening in every big German seaport. According to most trustworthy sources during that night of April 4—still five days before the attack—the first ships in Germany's armada of invasion weighed anchors and steamed toward Norwegian waters. The great and incredible conspiracy was ripe. Now Germany's highly modern Navy would gamble on an unparalleled blitzkrieg by sea.

### Horten naval base fails to fire

It is now April 9 and 1:30 a. m. Three Norwegian vessels lie off Horten's naval base in Oslofjord. Their commander receives an urgent order supposedly direct from Foreign Minister Koht—a point that still needs further investigation and clarification. The commander is told that German warships are coming up the fjord. He is ordered not to resist and to put all his men ashore at once—without arms of any kind. Apparently, without questioning the order, the commander did exactly that. But one little Norse ship—the mine-layer *Olav Trygvason*—did not receive the order. Why? Because it had put in unexpectedly for repairs and those who were betraying Norway's sea gates did not know the *Olav* was there.

That was one of two tremendously costly slip-ups in the plot—but more about them shortly. At the same hour, somebody in the naval-control base at Oscarsborg—in the fjord's Narrows—disconnected all the Norwegian electrical mines, which had rendered the sea entrance to Oslo virtually impregnable. To the plotters everything seemed to be going like German clockwork.

4:30 a. m. The cruiser *Emden* and two submarines steam confidently up to Horten. The three Norwegian vessels are silent. The little *Olav Trygvason*, almost too small to notice, lies close on the path to the Narrows. She carries several Bofors guns. When the *Emden* is almost abreast the *Olav* lets them go. They sink the *Emden* and one submarine before she gets the Norwegian commander's order to run up a white flag.

Another German ship lands 100 marines. After a short fight in

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which only six are killed, they overpower the Norwegian sailors in the Horten base, most of whom are unarmed and all of whom are dumbfounded by their officers' orders. As one of these men said to me: "We did not know why our ships ran up white flags. We thought they had orders from the Government." Horten, Norway's most important naval base, is securely in German hands.

Here I must turn the clock back to 4 a. m. and turn the story over to Edmund Stevens of the *Monitor*. By remaining in Oslo until April 16, Stevens at last got the true story about what happened to the German expeditionary flagship, the cruiser *Blücher*. As long as I was in Oslo (up to April 12), we could get nothing but conflicting reports, all insisting, however, that the *Blücher* had sunk.

### A slip: the "Blücher" is sunk

At 4 o'clock on the morning of April 9—one hour before the German minister handed Hitler's ultimatum to Foreign Minister Koht—the usually deserted quays of Oslo's harbor were dotted with a group of impatient men. The German minister himself was there. So was the entire staff of the German Legation and the correspondent of the Nazi official news agency D. N. B. Likewise, all the Nazi secret agents who had oiled the cogs in the fantastic international plot. They were the welcoming committee for the German expeditionary force, which was due promptly at 4 o'clock.

From more than one impressive source Stevens was later assured that the *Blücher* was bringing the first German troops of occupation and that it was intended to land just before dawn—so suddenly as to capture King Haakon and all members of the legal Norwegian Government before they could flee. Aboard the *Blücher* are said to have been a German admiral, commanding the sea forces, and a German major general, commanding the army of occupation, together with their staffs. Also aboard were approximately 1,500 men. Small wonder that the reception committee on Oslo's quays became extremely fidgety when 4:15 passed and then 4:30 without any sign of the *Blücher*. The German minister finally showed his cool-headed audacity by hurrying off and delivering Berlin's ultimatum anyhow. Shortly before or after 4 o'clock, the mighty *Blücher* slipped serenely into the Narrows, with its commanding admiral firmly convinced that treachery had spiked Oscarsborg's powerful guns.

The *Blücher* ploughed directly into line with those guns—and much closer than 800 yards—perhaps half that distance. An unknown artillery officer inside Oscarsborg gave his command. Huge shells roared clear through the *Blücher's* steel armor at its waterline. In less than five minutes Germany's proud battleship lay on the bottom of the Narrows. She had been crowded with men. Only 40 are said to have survived. The admiral of the invading German fleet and his staff were gone. So were the general and headquarters staff of the German army of occupation. So was the *Blücher* and all its crew.

This was the price of hitch number two. Aside from these two hitches, the great Nazi plot had functioned perfectly—perhaps with 90 or 95% efficiency. But by sheerest chance the Norwegian King, Cabinet and Parliament had gained eight hours in which to escape capture by the invading Germans. And now the Nazi leaders had to demonstrate their marvelous capacity for flexibility and action in a crisis.

The Germans were in a tough spot—or would have been if London had waked up during the next six or even 24 hours. They had to capture Oslo at all costs. Apparently, they could get no troopships in for another 60 hours—or 5 p. m. on Thursday. Accordingly, they were compelled to occupy Norway's capital by air and by air alone. With admirable nerve, the Germans went ahead just as if nothing had happened. They seized and occupied Oslo in one of the greatest military bluffs of modern times—perhaps the greatest of centuries.

There is no time to tell here about the twelve-piece soldier's band which played *Roll Out the Barrel* and other popular airs in the park in front of the *Storting* all Thursday afternoon while the transports were coming in; about the small detachments of German troops which marched through Oslo's streets, often singing like school-boys, for two successive days; or about the two German soldiers who slammed their hobnailed heels down on the cement floor of the telegraph building every few minutes and made the echoes bounce ominously off the ceiling. *Wham, wham. Wham, wham* went the Prussian boots. What they were saying was "we are the bosses around here."

But returning to daybreak of April 9. Despite two hitches, the Nazi plot had pierced the gigantic fortifications of Oslofjord. Far to the north at Narvik, the hidden occupants of German cargo boats hastened ashore and caught the sleeping Norwegians flat on their mattresses. Farther south at the important port of Trondheim, the story was much the same—more German soldiers and marines scurry-

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## "A Sail! My Good Man Friday!"



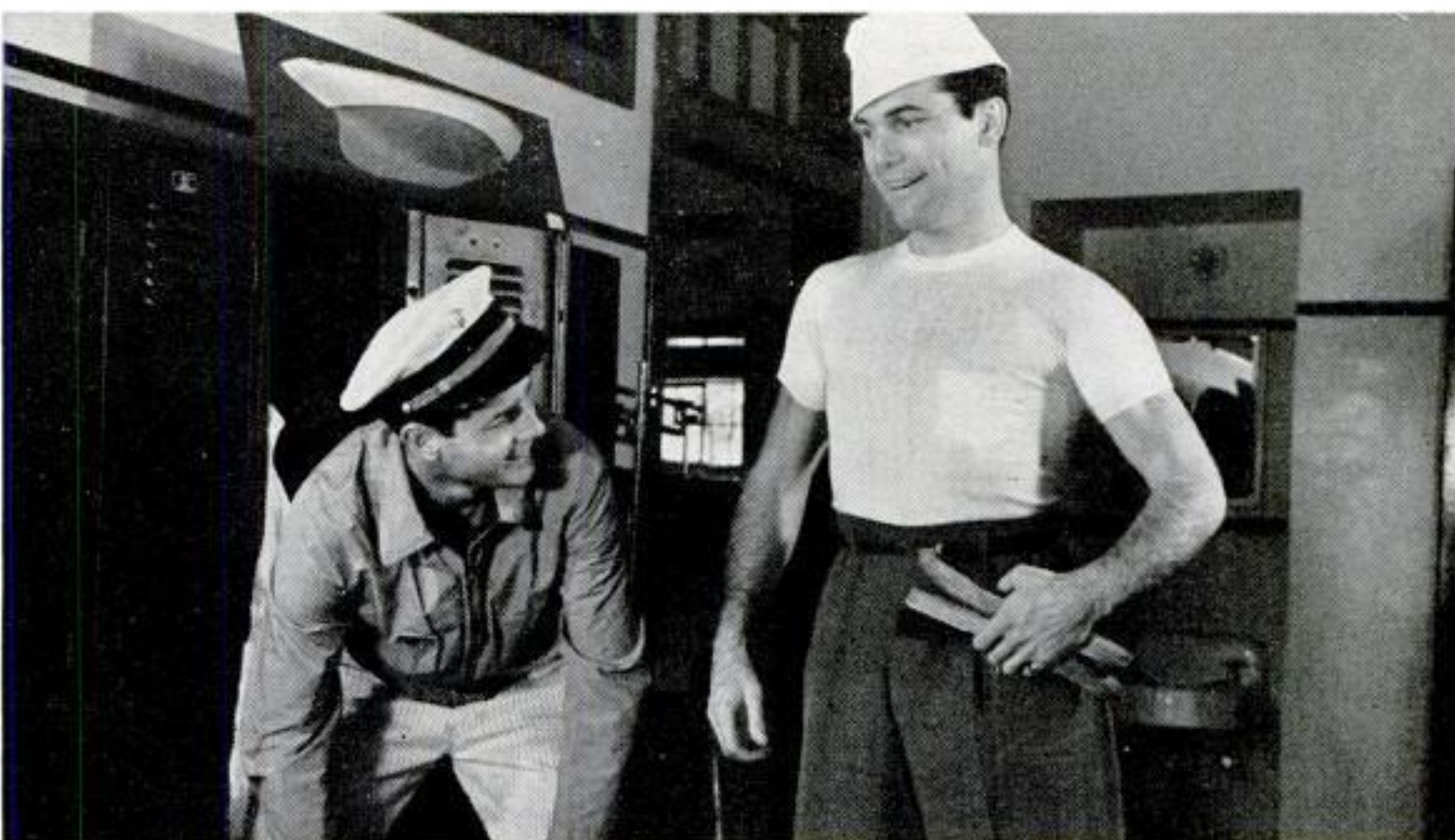
**HANK:** Stop clowning, you half-wit!

**JACK:** Anchors aweigh, matey! Thought I'd get a little shipwreck practise in with these balloon-jib pants of yours! Now I know what happens to all the old sails!



**HANK:** Balloon-jib, my eye! I like plenty of room to stretch in! And Munsingwear's new Mino BREEX\* do the trick. They can't bind ...they're bias-cut!

**JACK:** Ballooney-baloney! Look at my SKIT-Shorts, here! Streamlined...slick as a racing yacht...can't bind, either! AND they give mild support, too.



**HANK:** I'll still take Munsingwear!

**JACK:** You nut! They're the makers of SKITS 'n' my sports shirt, too! Talk about keeping cool in the noonday sun...this absorbs perspiration like a blotter that hasn't had a drink in days!

Munsingwear Woven Bias-Cut Mino BREEX\*  
...solid colors and patterns, 50c and up  
Munsingwear Knitted Athletic Shirts, 50c and 75c

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Munsingwear Knitted SKIT-Shirts, 50c and 75c  
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When thirsty on a picnic jaunt,  
Dole Pineapple Juice is what kids want.  
So please remember, parents all,  
In winter, summer, spring, and fall,  
In morning, afternoon, and night,  
Your children have an appetite.

"Now where is that Dole Pineapple Juice?"

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*Fred Harvey*



**Josef Terboven**, young German District leader, was sent last week to become commissioner of Nazi-occupied Norway.



**Colonel Holm Sundlo**, Norway's Benedict Arnold, handed the port and garrison of Narvik over to the Germans on April 9.

### HOW THE NAZIS SEIZED NORWAY (continued)

ing ashore like pirates and co-ordinating their attack perfectly with the Nazi warships which steamed up the fjord.

Proof of the staggering Nazi plot, through which Norway's capital and every one of her great ports was seized within the space of twelve fantastic hours, cannot possibly be disputed. The names of the Nazi agents who bribed and greased the way will probably never be known. The Norwegian traitors still remain anonymous, save for a few conspicuous cases. But the Norwegian fortresses of Kongsvinger and Sarpsborg stand on the record of their act. Stevens told me when he reached Stockholm: "I checked these and similar cases on the spot a few hours after the Norwegian soldiers were told to lay down their arms."

### "Depend on the British to be late"

Another bit of testimony was got by Stevens, which is also highly illuminating. A German colonel told him: "What we feared most of all was a lightning reciprocal blow by the British. If they had struck on Tuesday or even Wednesday, our whole expedition would have been a disaster. Fortunately, one can always depend on the British to arrive too late."

While the German command was worrying about the British blow that never came, German soldiers were serenading the population of Oslo and a garrison—still less than 3,000 men by noon on Thursday—was calmly acting as if it were stationed in Munich. The staggering super-conspiracy and the world championship game of bluff had virtually won all of the Norwegian coast for Adolf Hitler's war machine.

There still remain many puzzling items connected with Germany's paralyzing occupation of Norway. As fascinating as all its details would be, if ever they could be learned, the Nazi conspiracy is much less perplexing than the attitude of the Osloans after the 1,500 German stalwarts marched in. The seeming apathy of tens of thousands of men and women was incomprehensible, almost unbelievable. It was such a spectacle of abnegation as I had never dreamed could occur in any country.

An Italian colleague who arrived the second day of the occupation summed it up this way: "At first the people of Oslo were just curious—like children seeing a new kind of animal for the first time. Then, when they saw the German troops land, they began to be afraid. After one week of German occupation, the Osloans were beginning to meditate. After they meditate long enough, they will begin to realize what has happened."

Perhaps this judgment is a trifle hard. But all of us have merely reported a fraction of what we saw and heard. During the first four days, we saw no signs whatever of resentment or of shame. People seemed dazed or else indifferent. We could not understand the young college student who joined us in the Grand Café and explained he was staying in Oslo "because I have never had any military training." We could not understand the woman (one of many people) who asked us, "What is America going to do?" and then looked astonished when we retorted, "What are you Norwegians doing?"

In fairness, there were others who were going away—slipping out of Oslo, the capital, to join their Army in the north. They were brave youths but it looked as if 90% or 95% of the Osloans of military age were still in the city on the fourth day. We met some who

**SIX FEET-TWO BUT THEY CALL HIM "SNOWFLAKE"**

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Fight Dandruff as you would any disease. Put Glover's Mange Medicine to work on your scalp—the half-century-old prescription of Dr. Glover's which has been used by thousands of men and women to combat this condition.

Unlike gaily perfumed alcoholic toilettries that are slicked on the hair, Glover's is a medicine designed for a more serious task. With massage, Glover's is used with striking success by many afflicted with excessive Falling Hair, Itching Scalp and Patchy Baldness when hair re-growth is possible. Be done with half-way measures! Start using Glover's Mange Medicine today! Now 40c and 75c at all Druggists.

Shampoo afterwards with Glover's Medicated Soap and see the glowing lustre it gives your hair.

**MANY BARBERS** highly value this medicinal preparation for the scalp and hair. Ask your Barber for professional treatments with Glover's.

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were just beginning to make plans to go. Perhaps it was due to the slowness of the Scandinavian reflexes—or perhaps, as someone hazarded, the Norwegians have simply become too civilized. Maybe they have been pacifists for too many generations.

Trondheim—the largest city in Norway and an important commercial and industrial center—was defended by four forts. One of these, Husnes, was reputed to be the strongest in Norway but what happened at Trondheim was pretty much the same as happened elsewhere. When the German fleet was reported off the harbor, the garrisons of each of the forts made preparations to defend them. At Husnes, detachments equipped with machine guns and light artillery were deployed outside the fort. Word came that 200 German troops had landed, then that 300 more had been put ashore. The Norwegian commander of the district ordered the forts to surrender. Asked by a non-commissioned officer why he would not permit the men to fight, the commander is said to have replied, "I must spare my men."

Five German warships took part in the attack on Trondheim. Apparently only one shot was fired at them, fired against orders by soldiers in one of the forts. The shot is reported to have struck a pocket battleship of the *Deutschland* class, disabling her and causing her to run aground. German planes laid a smoke screen across the entrance to the harbor as the Nazi warships steamed in.

Some residents of Trondheim were struck by the fact that the German troops, once ashore, knew exactly where to go to seek out British residents. They were also struck by the fact that, as soon as the Germans landed, six Nazi merchant vessels in the harbor, which had put in for repairs several weeks before, immediately began to unload quantities of guns, tanks and ammunition.

The gallant defense of the little cliffside fortress of Hegre on the highway from Trondheim to the Swedish winter resort of Storlien is attributed by Norwegian sources to the heroism of a young second lieutenant. After the commander of the fortress had ordered its surrender, the young lieutenant whipped out his pistol and threatened to shoot the first man who left the fort. The men rallied around the lieutenant who is said to have been assigned to one of the most dangerous posts by the commanding officer in punishment for his insubordination and to have been killed in the first two hours of fighting.

As I write these lines, the Norwegians are still fighting. They are fighting for their freedom and they are also fighting to redeem Norway's national honor. Whether they fight in vain and are soon doomed to defeat or capitulation will depend upon Great Britain and the leaders of the British high command. Only a powerful and swiftly moving Allied expeditionary force can save Norway and possibly save Sweden, eventually, for the Western Powers.

Meanwhile, Sweden stands armed for the supreme test that may come at any moment. The Swedes look with grave anxiety toward these key approaches on the Norwegian frontier, which are already occupied by German troops. Most Swedes pray that the little Norwegian forces will hold out but all of them pray that Sweden may not have to fight.

The super-conspiracy that felled Norway was prepared down to the minutest detail long in advance by the most expert political plotters in the world today. They have prepared others. The chances are that I am sitting in the middle of another such plot right here. There are reasons to believe that this is true. Maybe Norway's experience has spoiled it. Maybe it hasn't.



The Horten naval base, here seen with several old Norwegian warships lying in the harbor, failed to fire on the German warships as they steamed up Oslofjord. But the little mine-layer *Olav Trygvason* opened fire, sinking the cruiser *Emden* and a U-boat.



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in *Sound-testing*  
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★ Roll a sheet of paper into an open cone, tight fitted where you grasp your pencil. Write—and Listen!

It is fun for everyone, to discover the amazing difference in pencils, by this simple test. Try it; Listen to the smooth purr of a MONGOL as it glides across the paper. Then test a pencil of the cheap, nondescript variety. The harsh, rasping sound comes from a gritty lead—a pencil whose cheap price is mistakenly thought to offer penny savings. The MONGOL with its new Complastic Lead has more than twice the writing capacity—and is the most economical buy!

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**Fixing the boxes** was almost as much fun as the social. Here Mrs. Frank Walker helps her daughter Margaret (third from left) and her friends pack their boxes with sandwiches, eggs, fruit and cake. Margaret, 17, plays the French horn in the school band.

**In the high-school gymnasium,** 800 Hudsonians watch and grin as Auctioneer Elmer Spence hands a box to John Isbell, high-school history teacher. Mr. Spence, local farmer and semi-pro auctioneer, dominated the social with his cogent exhortations.







**All smiles and anticipation** Margaret Walker leaves for the box social with her friends, Marjorie Treat and Anna Mae Goodsell. Margaret has on her band sweater.



**"There 'tis,"** Margaret prompts her boyfriend, Mark Myers, 19, as her box goes up for auction. Mark bids and gets it for 50¢, returns and contentedly shares it with Margaret.

## *Life goes to a Box Social*

**in Hudson, Mich. to raise funds for the town band**

**T**hree decades ago a box social was the most stirring festal and gastronomic event of any U. S. countryside. Though roads, automobiles and motion pictures have reduced their incidence today, box socials are still held occasionally in communities where sandwich-making survives as an art, and romance grows humbly amid wax paper in a cardboard box. This week *LIFE* goes to a box social in Hudson, Mich., a community of 2,600 people, situated in rolling farm country on Bean Creek, ten miles from the Ohio border.

A box social is more than a picnic indoors. Besides the always-dependable pleasures of the stomach, a box social offers elements of competition, chance and emotional adventure. Competition springs from the hours of kitchen craftsmanship put in by each girl or woman who enters a box in the auction. Chance figures in the bidding of each boy or man who (theoretically) is unaware of a desired box's authorship. Emotional adventure comes with the acquisition of a box, for according to ancient custom, each successful bidder must share his box with its creator.

Hudson's box social—given by the Mothers' Club for the benefit of the town band—was big, elaborate, successful. Eight hundred Hudsonians gathered in the school gymnasium, and after a musical program staged by the children, settled down to the serious business of bidding. It developed that a good many young men had been tipped off about ribbons and wrappings, for miraculously they got the boxes that went with the right girls. When it was all over, virtually everybody was full of olives, radishes, bananas and candies, and the school band had acquired \$105 toward new uniforms.



**Epicurean triumph** was the box packed by Mrs. L. E. Blanchard with cup cakes, strawberries, deviled eggs, potato salad, olives. For it Homer Harper, auto dealer, paid \$1.75.



See what your Benefit Bridge  
bought for the hospital...  
another Aluminum kettle.

Well, say!  
My kitchen needs  
a benefit, too.



No one knows better than hospital authorities how important it is to cook food in utensils that preserve the minerals and vitamins. Significant, then, is the fact that Aluminum is preferred in the diet kitchens of most leading hospitals. It safeguards food values... and flavor.

Aluminum's other advantages are common knowledge among housewives. How swiftly it spreads heat. How evenly it cooks; no hot spots. And how kind it is to your fuel bills.

Say Aluminum to most women and they think of Wear-Ever. It means, has for 40 years, Aluminum at its best. Made right for long wear, for convenience, for good cooking. If you don't know where to buy Wear-Ever, write The Aluminum Cooking Utensil Company, 1505 Wear-Ever Building, New Kensington, Penna.



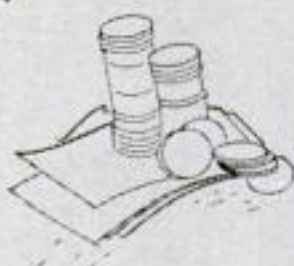
LOOK FOR THE WEAR-EVER  
TRADE MARK WHEN YOU BUY

Your thousand meals a year deserve  
up-to-date Aluminum Cooking Utensils

FOR FLAVOR

FOR HEALTH

FOR ECONOMY



*Aluminum at its Best:*

**"Wear-Ever"**

## Box Social (continued)



Leland Beal, vice president of a local savings bank, bids with the vigor and cogency of a veteran financier. He ignores the friend who offers him a substitute box.



Robert Abraham, 6, sticks his thumb in the deep, fascinating interior of his box.



He pulls out a banana, beams amazingly as though to say, "What a good boy am I!"



Joe Francis Dillon, 19, most unquenchable of bidders, bought four boxes, thus had company of four girls. He gave one box to a friend but kept its creator to himself.

CONTINUED ON PAGE 102





## Five Superb Whiskies Ideally "Wedded" into One **Golden Wedding**

6 YEARS OLD

*Rich  
Body*

4 YEARS OLD

*Distinctive  
Character*

11 YEARS OLD

*Delicate  
Aroma*

4 YEARS OLD

*Luxurious  
Flavor*

5 YEARS OLD

*Stimulating  
Tang*

IF YOU COULD TASTE, separately, the five choice whiskies in *Golden Wedding*, each one would surely delight you with the one rare quality in which it excels.

But, in tasting each whiskey alone, you would miss the rare qualities of the other four. Think, then, how much greater is your enjoyment when you taste all five whiskies skillfully "wedded" into the one superb whiskey—*Golden Wedding*.

*Golden Wedding* is all whiskey—every drop 4 to 11 years old. You can pay your guests no greater compliment than by serving this distinguished whiskey in your home.

*A Blend of Straight Whiskies—90 Proof. As you prefer—in Bourbon or Rye. The straight whiskies in this product are 4 years or more old. 11%, one straight whiskey 5 years old. 2%, one straight whiskey 6 years old. 1%, one straight whiskey 11 years old. 86%, two straight whiskies 4 years old.*



"HAS HAD NO PEERS  
FOR FIFTY YEARS"

### **GOLDEN WEDDING WARRANTY**

We warrant that *Golden Wedding*, at its reduced price, is the same luxurious whiskey it has always been. It's all whiskey—five choice, distinguished whiskies skillfully "wedded" into one. Every drop whiskey—4 to 11 years old. No other whiskey has the fame and reputation of *Golden Wedding*.

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# Protection at All Points!



**That's how Mobiloil guards modern motors! It flows freely, resists wear, gives "Balanced Protection"! You get all good qualities when you drive in for famous Mobiloil & Mobilgas!**

**T**HIS PORCUPINE wants protection at *all points*—not at just one or two. And so does the average motorist!

That's why Mobiloil is made with *all* good protective qualities. That's why it *stands up* when subjected to crushing pressures, scorching temperatures ...in modern clearances less than half the thickness of a cigarette paper!

Too, Mobiloil helps keep your tight-fitting engine clean. It's purged of clogging impurities...saves you money on gasoline. Saves engine power!

You need Mobiloil for summer driving. Fill up fresh today...see how it gives you protection four ways:

1. Retards wear. Flows fast at starting temperature; resists thinning under heat.
2. Resists sludge formation. Mobiloil is distilled, refined, dewaxed, filtered.
3. Reduces wasteful "oil drag." Helps you save on gasoline.
4. Resists carbon formation because unstable elements are removed from the oil.

SOCONY-VACUUM OIL COMPANY, INC.  
AND AFFILIATES  
Magnolia Petroleum Co.—General Petroleum Corp. of Calif.



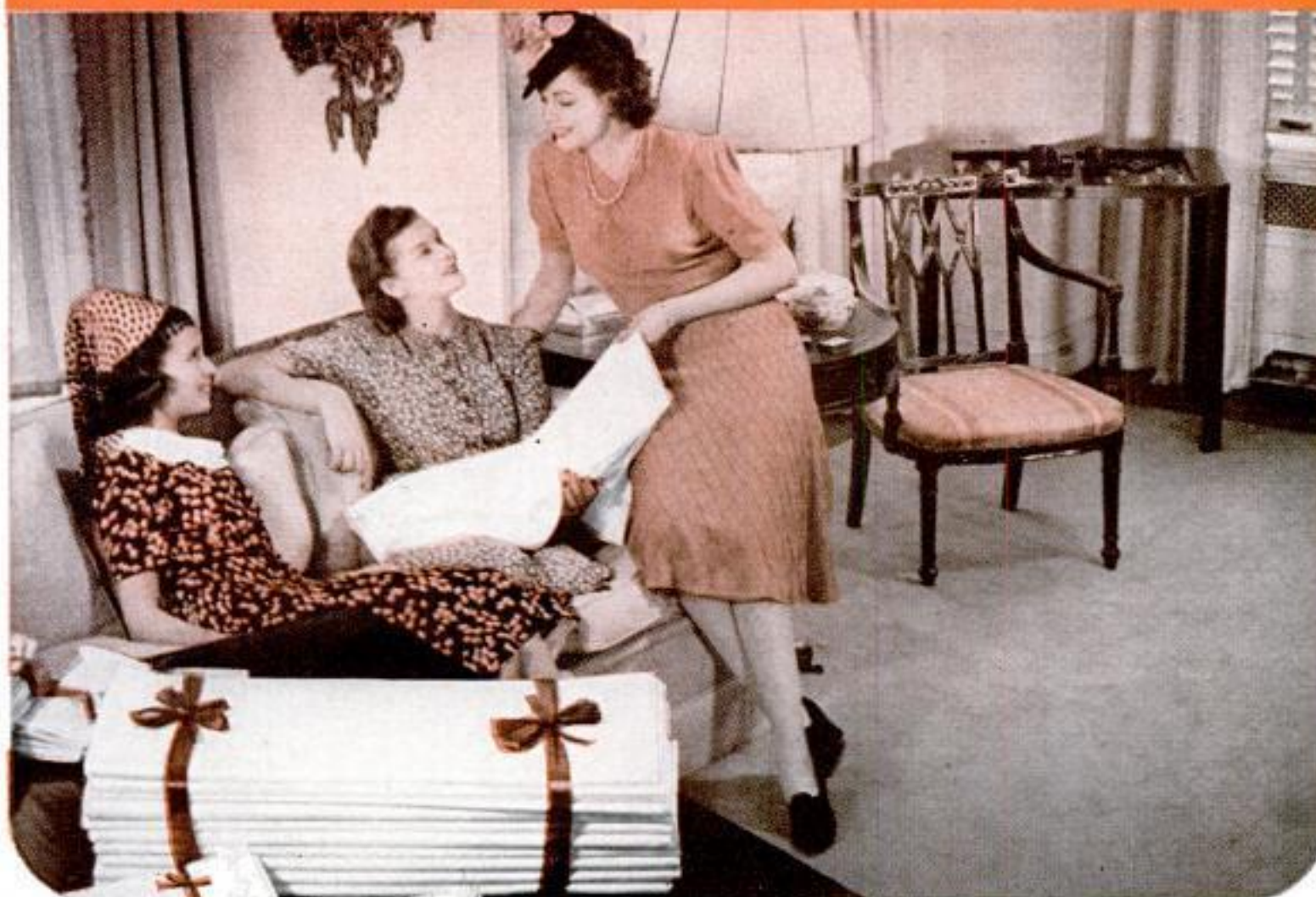


Donna Jean Kuhn, 8, does a bit of fancy trucking during show put on by the school-children prior to auction. The prettily wrapped boxes lie ranged along rim of stage.



Barbara Lou Troup, 5, was the supremely assured hit of the evening. She sang, smiled and tap-danced, evidently delighted by the shouts of her appreciative audience.

## LINEN SHOWER NEWS FOR BRIDES



"So you're getting married!" Then it's worth knowing that when you start housekeeping with Utica sheets, the chances are they will still be soft, white and serviceable when you celebrate your tenth wedding anniversary. Utica's firm weave keeps its smoothness, wrinkles less and wears far longer than light weight carded sheets.

HOTEL RECORDS SHOW THAT

# UTICA Sheets

ARE GOOD FOR SERVICE AFTER 260 LAUNDERINGS

...THIS EQUALS OVER 10 YEARS NORMAL HOME USE



● The Greenbrier, White Sulphur Springs, W. Va., one of America's most historic and distinguished resort hotels, selects Utica sheets both for their luxurious texture and long wear.



● Hotel Dennis, Atlantic City, N. J., nationally famous for its cuisine and inviting atmosphere. Utica sheets have been recognized as the standard of quality for over 39 years.

**H**OTELS know from experience that Utica sheets give them their money's worth. Uticas look so inviting and feel so restful to guests. They stand extra trips to the laundry. . . You, too, will be money and comfort ahead by insisting on genuine Uticas.

Notice that the Utica label reads "Quality Guaranteed." That means exactly what it says. Standards that exceed U. S. Government specifications. Precision weaving from longer fibre cotton. . . bleaching without harsh, fabric-weakening chemicals. . . no artificial filler to wash or wear off. P. S. For honest-to-goodness long sheets, ask for the 108-inch length.



"Snowy" Says  
"UTICA SHEETS  
ARE BORN WITH 9 LIVES"



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Beautiful 32-page book, containing 6 life pictures of "Snowy," the famous Utica kitten; timely pointers on bedmaking, laundering, sheet sizes. Mail coupon or post card.

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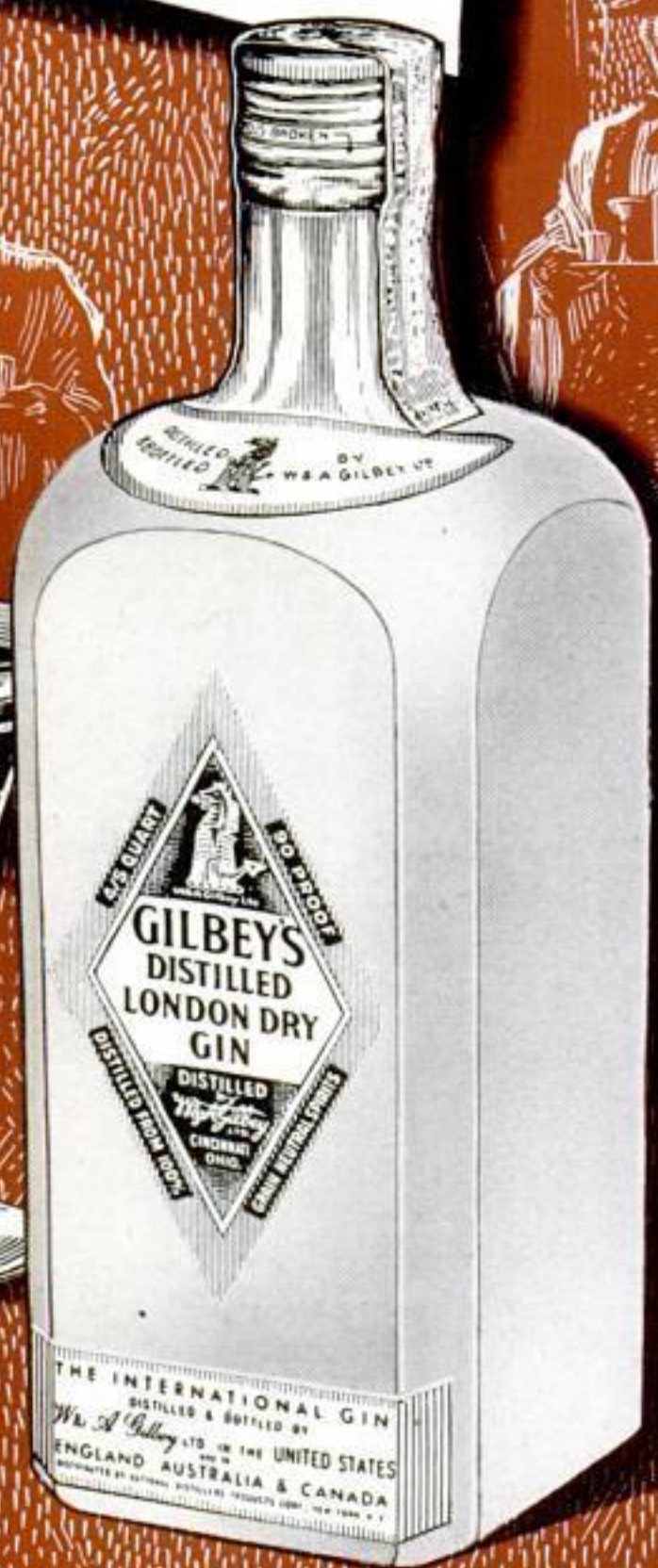
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*it's won the whole  
wide world's  
acclaim for almost  
a hundred years!*



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distilled by GILBEY in the  
United States as well as in  
England, Australia, and Canada

90 Proof. Distilled from 100% Grain Neutral Spirits.  
National Distillers Products Corporation, New York

## RADIO



PAT O'MALLEY DESCRIBES UNHAPPY PLIGHT OF YOUNG 'ERBERT'S PARENTS

## MISADVENTURES OF RADIO'S 'ERBERT PINWINKLE ARE COLLECTED IN BOOK

Pat O'Malley is an English-born Irishman who has made the pleasant discovery that he can wow American radio audiences with comic poetry in the cryptic dialect of Lancashire. In six months on NBC's *Alec Templeton Time*, his recitations about *enfants terribles* like "Albert and the Lion" and "'Erbert Pinwinkle" have won such a following that publishers Howell, Soskin & Co. have issued 'Erbert in book form under the title *The Lancashire Lad*.

Unbearable 'Erbert puts the cat on the fire, burns holes in his sister with a poker, frustrates every attempt of his parents to get rid of him "without getting 'ung for their pains." Electro-cution and deportation fail; kidnapers merely return him in disgust. His antics are in the best tradition set by Hilaire Belloc's *Cautionary Tales for Children*. Pat O'Malley collaborated in adapting the poems, but their original authorship is lost in Lancashire folklore. Here LIFE reproduces sample stanzas of the modern 'Erbert with illustrations, from book, by George Price.



Feeding 'Erbert to lion fails ignobly. Parents tell son he mustn't poke at Wallace, sure-fire way to promote trouble, but when Pa asks if "poor 'Erbert's dead"—

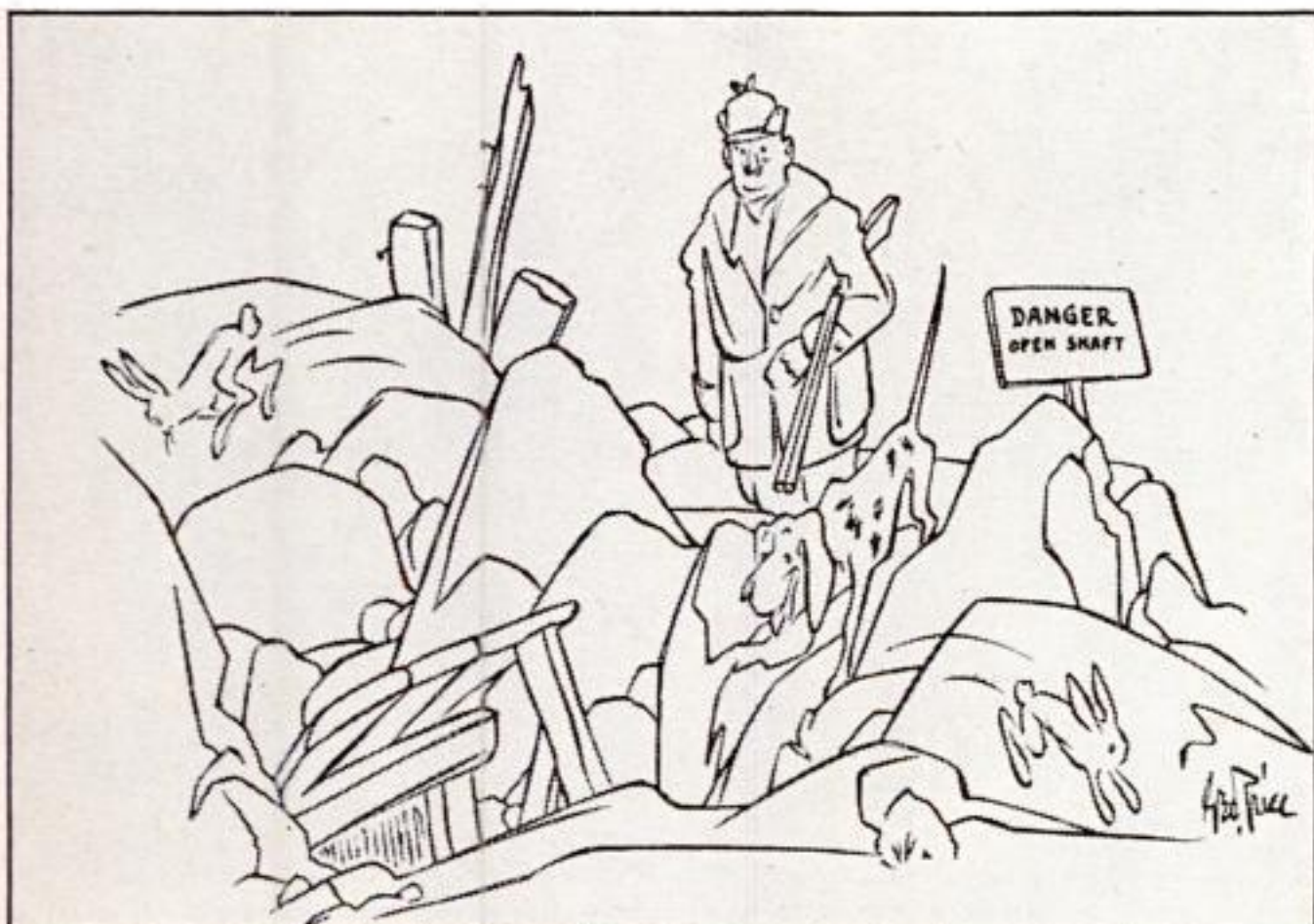
"Dead nothing," the man answered rudely,  
"'E's gone off with policeman to jail.  
'E's ruined our lion called Wallace,  
And 'e's made off with Wallace's tail."





Attempted electrocution, by taking 'Erb near high-tension wires temptingly marked "Keep Out," makes him a sudden asset, until a movie star's kiss blows his fuse.

*So they rented 'Erb out to the neighbors  
At one shilling per kilowatt hour,  
Some used 'im for vacuum cleaning,  
Some used 'im for light, some for power.*



Down a mine-shaft falls 'Erbert, tricked by Pinwinkle Sr. Loving mother suspects no mine-shaft can "set 'Erb and their minds both at rest," but pauses to mourn:

*"Poor 'Erbert! We'll miss 'im," said Mother,  
"Course, we'll 'ave the insurance instead;  
It won't be the same 'ouse without 'im,  
But, be sure that 'e lands on 'is 'ead!"*



British Cabinet deports 'Erbert, in leakiest tub available, says "It's either the war or young 'Erbert!" But when stopped at sea, 'Erb demoralizes a U-boat.

*"Put 'im back on the boat, we'll fix up 'er leaks,  
And see that 'er boilers is trim,  
If 'e promises 'e'll sail right on to New York,  
That's all we'll be askin' of 'im."*

# "Three-Ways" to show you're Smart-

These Lady Buxton "Three-Ways" are swagger, colorful—and almost unbelievably practical...

Complete? Certainly! There's even an ingenious and useful expansion pocket that holds an amazing amount of change.



1. The "Three-Way" offers 3 full-length compartments to separate bills, checks, etc. There are also pockets for cards, license, tickets, stamps . . . and even coins.

2. Reverse the center partition—and you have a secret "hideaway" for personal papers or larger bills. It locks in and keeps contents out of sight. Grand for traveling.

3. Or you can remove the inner partition entirely—it's a complete paper-thin billfold.

The Two-Tone "Three-Way." In de luxe calfskin, \$5. Others from \$3.

Zip-Tainer to match, with 4 patented Safety Loops, \$2.50. Others \$1 up.



"Open-Window" model Lady Buxton, \$1. In colors.



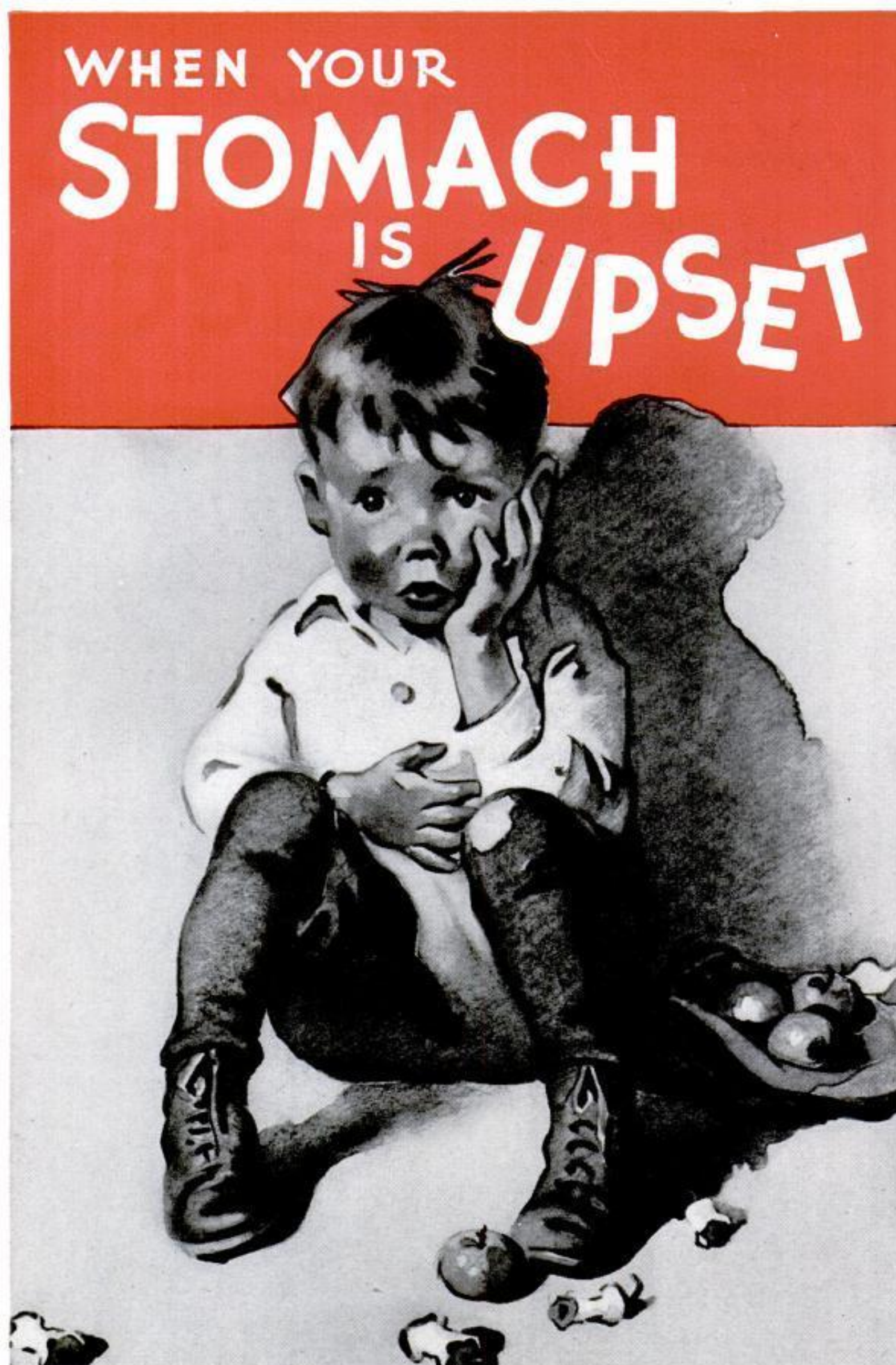
For evening wear use the slim "inner fold" alone. Light as a handkerchief, it slips neatly into your bag.

They're truly designed for living. Cleverly arranged to bring order to Milady's purse, they add a correct color accent to new costumes. And their smartly tailored design says "Park Avenue" in unmistakable tones. Thousands of women simply swear by their "Three-Ways" for their sheer all-day usefulness—from morning shopping to the last yawn at night. Buxton, Inc., 4082 Orleans Street, Springfield, Mass. New York Office: 47 West 34th Street.



# Lady Buxton





*You get a lot of free advice when your stomach is upset... and only some of it is good. Remember this:—*

**Stomach distress** from over-fullness should not be aggravated by drastic, irritating physics or purgatives.

**Take soothing Pepto-Bismol instead.** It has no laxative action and is not an antacid. Pepto-Bismol helps to quiet the upset, to soothe the irritated intestinal walls, to retard intestinal fermentation, gas formation and to relieve simple diarrhea. This soothing prescription is pleasant—you'll like the taste.

50 cents at your druggist's. Or by the dose at drug store fountains.



**PEPTO-BISMOL**  
FOR UPSET STOMACH

\*REG. U. S. PAT. OFF.

## PICTURES TO THE EDITORS



DAISY CLIMBS 9 FT. UP TREE TO RETRIEVE HANDKERCHIEF



### TREE-CLIMBER

Sirs:

This is Daisy, an unusual dog who is able to climb trees as high as 18 ft. without helping herself up by tree limbs or taking a running start. The dog, owned by Aaron T. Sack of Lowell, Wis., is now three years old, but started tree-climbing

before she was a year. When her owner wants Daisy to climb, he places some object on a limb with the aid of a pole. The dog will then climb the tree and retrieve the object. When the dog climbs over 10 ft., a net is placed at the foot of the tree for safety's sake.

CHARLES R. SCHLEICHER  
Watertown, Wis.



### INSIDIOUS

Sirs:

I feel it my duty to call your attention to the insidious propaganda among the marine life of our American shores. It cannot be emphasized too seriously that something should be done about this starfish (right), which must have journeyed recently to German shores. Per-

haps publication of this evidence would warn other innocent creatures, like the second starfish in this picture, of the impending danger and bring it to the notice of the Committee to Investigate Un-American Activities.

S. C. HSIAO  
Boston, Mass.



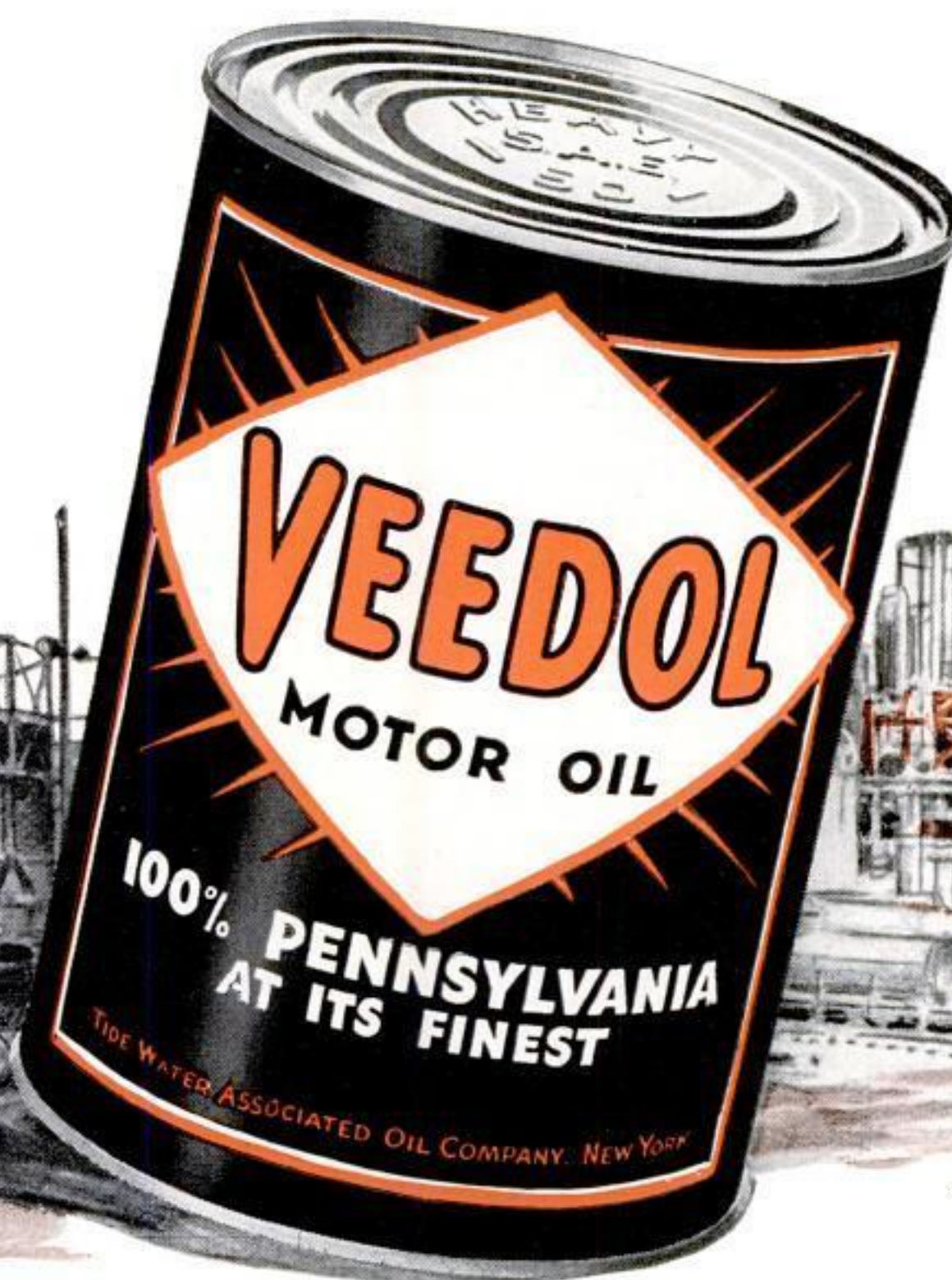
## A Thoroughbred of KENTUCKY



A THOROUGHBRED OF KENTUCKY...The finest horse-breeding region in the United States is the beautiful blue-grass section of Kentucky. Here, year after year, the young Kentucky thoroughbred brings the highest market price.

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A THOROUGHBRED OF PENNSYLVANIA...The finest crude oil in the world comes from the famous Bradford region of Pennsylvania. Year after year it commands the highest market price. And Veedol is pure 100% Bradford crude.



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Nature gave them both that  
**EXTRA SOMETHING**

KENTUCKY's thoroughbred and Pennsylvania's Veedol both have an "extra something" that earmarks a winner... the inborn ability to take it! Veedol's "extra" comes from within the rugged Bradford hills, storehouse of the world's oiliest and toughest crude... When Veedol goes to work in your motor, its famous "Film of Protection" masters heat and friction... fights off sludge and carbon... and safeguards every inch of every mile you drive. Ask for Veedol, today, and get the thoroughbred of Pennsylvania oils. Product of Tide Water Associated Oil Company, makers of "Flying A" gasolines.

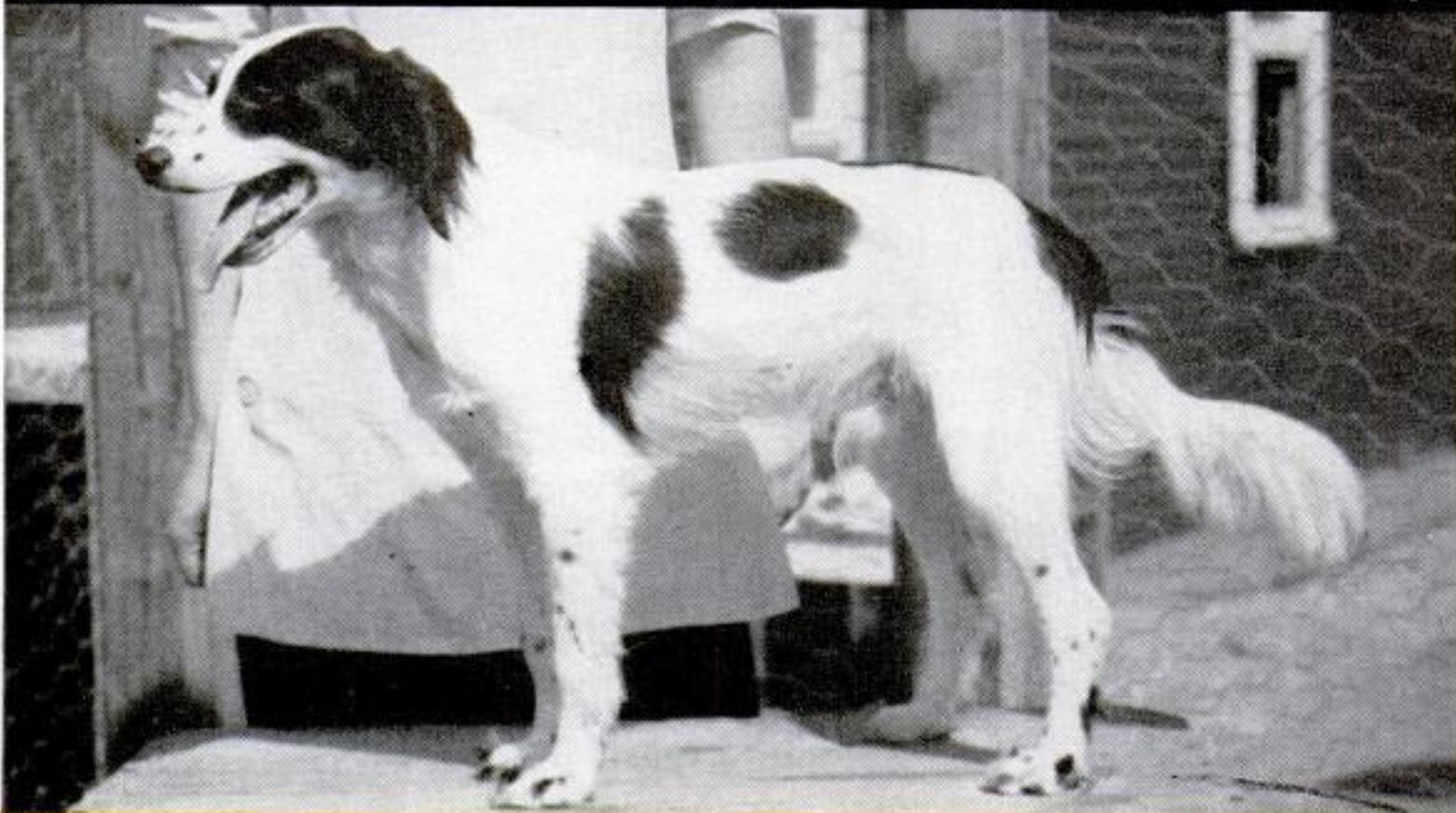


# What Happened To Rover Shouldn't Happen To a Dog!



● But, unluckily for Rover it DID happen. Tail between his legs, Rover was timid, nervous, shaky—wanted to crawl under things, eat foreign matter—and got running, howling fits. All due to lack of vitamin B<sub>1</sub> in his diet he developed symptoms that take the lives of over 100,000 dogs a year.

**SAME ROVER 48 HOURS LATER . . . CURED BY VITAMIN B<sub>1</sub>**



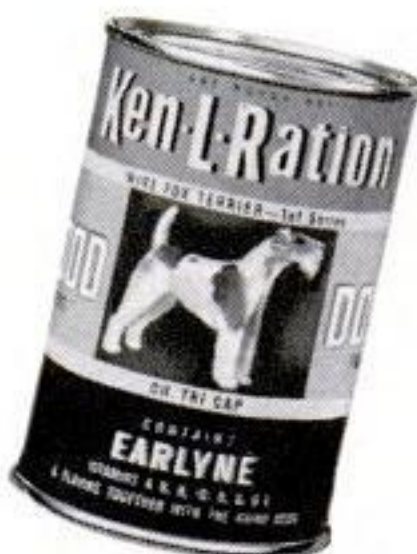
● Can this be the Rover that was folded up like a jack-knife? It is! Dr. Patton found that 500 units of vitamin B<sub>1</sub> on two successive days was all Rover needed to come back to normal. And he need never have those awful symptoms again—if he gets food that supplies his vitamin B<sub>1</sub> needs.

## Your Dog Gets EXTRA Vitamin B<sub>1</sub> in Super Ken-L-Ration



J. W. PATTON, M. Sc.,  
D. V. M., B. S. A.—  
hailed as one of dog-  
dom's greatest friends  
for his discovery of how  
vitamin B<sub>1</sub> can save the  
lives of thousands of dogs.

Are you sure your dog gets all the vitamin B<sub>1</sub> he needs to protect him against symptoms like Rover's? Well, you can be—simply by feeding him the new Ken-L-Ration that has been scientifically proved to have more than a dog's bare daily needs. Ken-L-Ration has everything a dog needs for complete health. The recipe calls for 60% lean meat and meat products—to 40% vegetables and cereals—fortified with all the seven vitamins dogs need (A, B<sub>1</sub>, B<sub>2</sub> (G), B<sub>4</sub>, B<sub>6</sub>, D, E). So why not play safe with your dog's health—and feed him Ken-L-Ration from now on! Don't try to "cure" your dog by home methods—if he's sick, consult your veterinarian.



# Ken-L-Ration

*The Food of Champions*

## PICTURES TO THE EDITORS (continued)

### GREASY

Sirs:

You have undoubtedly heard of a pair of trousers being so dirty that they stood up by themselves, but perhaps this is the first time you have seen them pictured.

The pants belong to a friend of mine,

Joffrey Besson, who works on locomotives at a roundhouse in Watsonville, Calif. I inserted a pair of boots into the legs, but there is nothing stuffed inside to hold up Besson's trousers.

ALBERT ESCAFFRE

San Jose, Calif.



WORKER BESSON'S TROUSERS STAND UP WHEN BOOTS ARE PUT IN THEM



EVEN WITH BOOTS PLACED AT AN ANGLE HIS GREASY TROUSERS STAY UP

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## EX-LAX MOVIES

# Dad saves the Day for Junior!



**MOTHER:** How I dread giving Junior this laxative! He raises such a fuss!  
**FATHER:** You can't blame the kid. I wouldn't want to take it myself!



**MOTHER:** Well, what else can I give him? You know he needs a laxative.  
**FATHER:** What about Ex-Lax? It tastes like chocolate and works fine!



**MOTHER:** Ex-Lax did wonders for Junior! He took it without even a whimper.  
**FATHER:** That's the thing I like about Ex-Lax! It not only tastes good—it's good for you!

The action of Ex-Lax is thorough, yet *gentle*! No shock. No strain. No weakening after-effects. Just an easy, comfortable movement that brings blessed relief. Try Ex-Lax the next time you need a laxative. It's good for every member of the family.

10¢ and 25¢



**FINEST QUALITY, RIGIDLY MAINTAINED—AMAZING LOW PRICE! TRY THEM AT OUR RISK!**

GUARANTEED BY THE MARLIN FIREARMS CO. NEW HAVEN, CONN.

## PICTURES TO THE EDITORS

(continued)

### "JUST MY BILL"

Sirs:

This is Bill Hochman, University of Chicago law student and female impersonator in the college's Blackfriars musical show. I took pictures of Bill, as he appears as himself and as a female impersonator, and made them into this trick cover for *Pulse*, the campus magazine.

LEE WEINSTEIN

Chicago, Ill.



### SCREWY

Sirs:

Here is a coconut tree which grows in Georgetown, British Guiana, in the shape of a corkscrew. Agricultural experts can only give me twisted explanations.

C. B. L. OSBORN

Georgetown, British Guiana



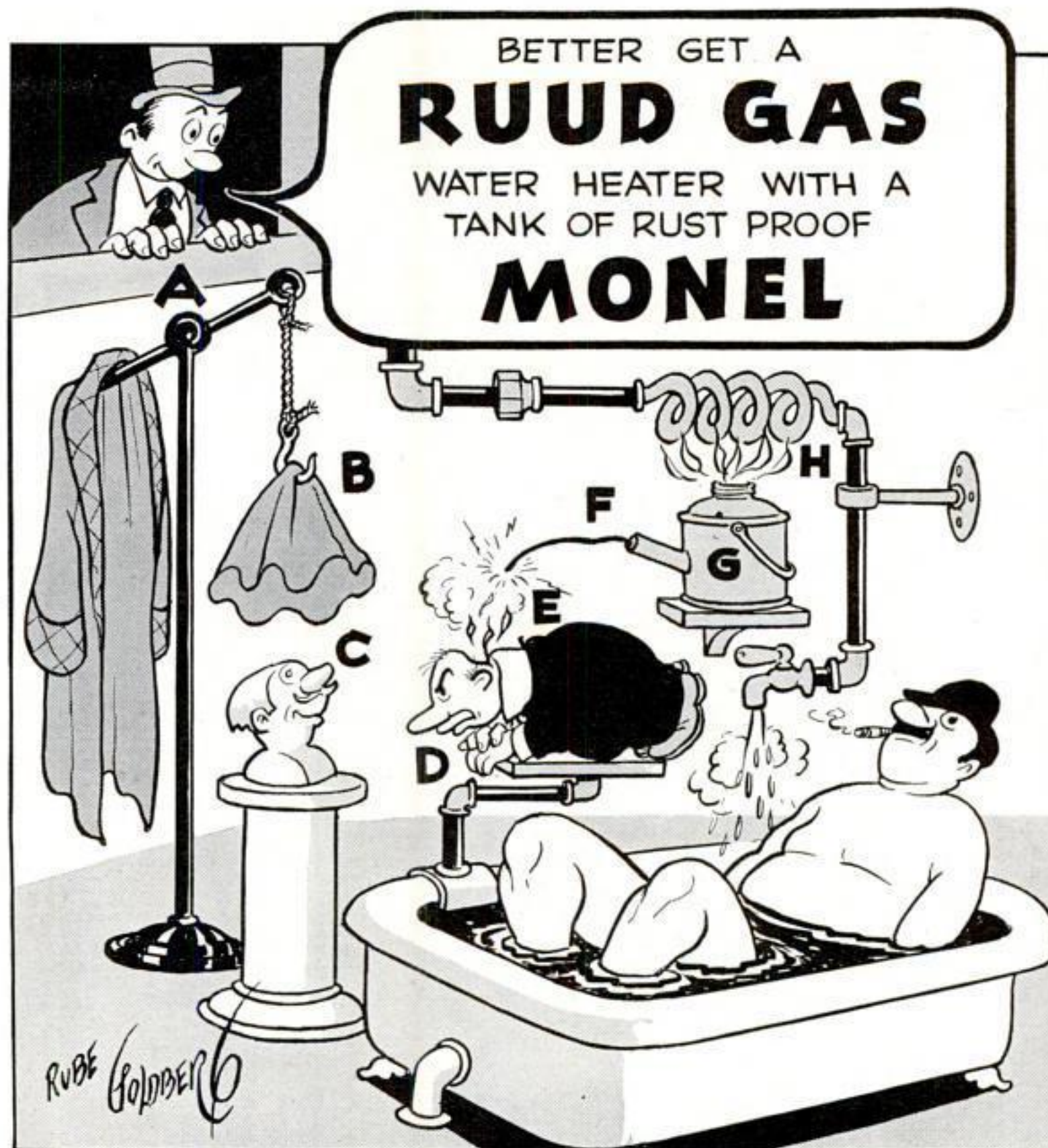
### "CHIN-RESTER"

Sirs:

I was amused by Mr. Steele's ingenious pipe-rest (*LIFE*, April 1) but it doesn't compare with Henri Moesinger's "chin-rester."

CHARLES SLOANE JR.

South Orange, N. J.



Weight of bathrobe on arm (A) lifts hood (B) from marble bust (C)—Lovesick midget (D) discovers bust is image of hated rival and gets hot under celluloid collar (E) which takes fire and lights fuse (F), igniting fuel in container (G). Flames heat water in pipe (H) and warm bath is ready.

Have you a "funny" way of heating water in your house? Are you clinging to some old-fashioned contraption that needs constant attention and nursing? Then why go another day without finding out how little it costs to have *Monel-protected Ruud Hot Water*.

*Ruud Hot Water* means completely automatic service—24 hours a day.

*Monel-protected* means CLEAN hot water—with no trace of rust discoloration. The solid Monel tank in the Ruud Automatic Gas

Water Heater is 100 per cent rust proof—guaranteed against leaks or failure due to rust or corrosion for 20 years.

Today take the first step towards trouble-free, economical hot water. Ask your gas company, plumber or dealer in bottled or tank gas for full information about Ruud Automatic Water Heaters burning gas, the modern, money-saving fuel. Write for free booklet, "Go Gas for Hot Water."

**THE INTERNATIONAL NICKEL COMPANY, INC.**  
 73 Wall Street, New York, N. Y.



## TORRID TEST in the TROPICS

TEMPERATURE

98°



### NO UNDERARM ODOR AFTER!

Again, Yodora proves its power to protect in difficult conditions! A nurse supervised this gruelling test, in the Caribbean tropics . . . Under her direction, Miss M. K. applied Yodora. Then played deck tennis for three hours in the blazing sun! Result . . . not a hint of underarm odor! Though amazingly efficient, Yodora seems as gentle and silky as

your face cream. It is soft, non-greasy. Yodora leaves no sickly smell to taint your clothing. It will not harm fabrics. 10¢, 25¢ or 60¢ jar, or 25¢ tube. McKesson & Robbins, Inc.

**YODORA**  
 DEODORANT CREAM



# SUNK BY AIR WAVES



**INTO COLD MICROPHONES**, radio actresses pour the dramas that hold you tense. No glamour settings help them. They rehearse hours...make nerve-straining changes ...get tired! 12 of these women offered to drink Knox for 28 days. See the results!



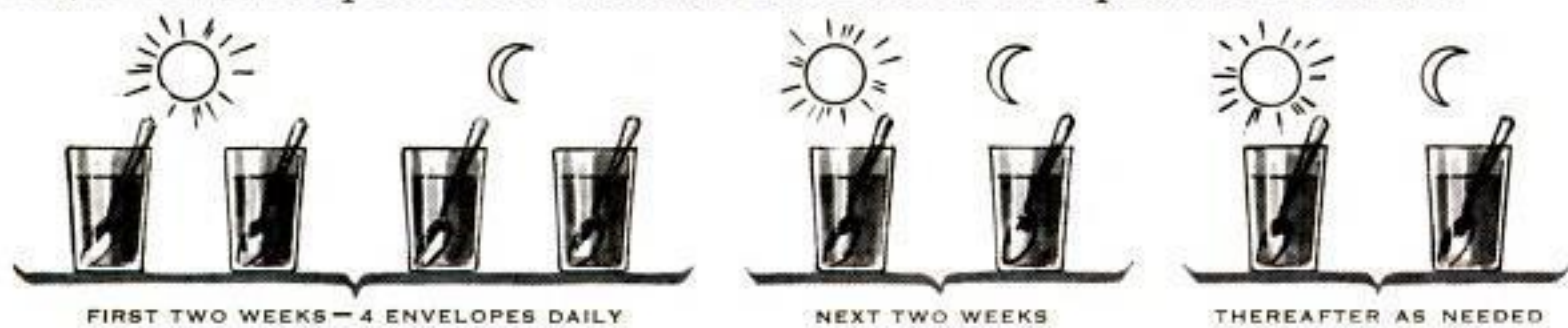
**NINE LESS TIRED.** Nine actresses completed the 28-day test. Every one said she was definitely less tired and "jittery." For 5 of them, Knox gave an amazing lift...more mental and physical energy. 4 noticed a moderate increase in energy.



**SIX KEEP ON KNOX.** Checked 2 weeks later, 6 of the 9 radio actresses said they would go on drinking Knox. Of these, 3 had kept right on Knox to maintain peak energy; 3 had stopped temporarily, but were resuming as soon as they had a let-down.



**KNOX WORKS FOR 92% OF WOMEN.** More than 100 women doing all types of work drank Knox for 28 days. For 9 out of every 10 of those who completed the test, Knox built up the extra endurance that means more pleasure out of life!



**TIRED? DRINK KNOX!** Why force yourself with temporary stimulants. *Build up endurance* this simple way. *First 2 weeks:* drink 4 envelopes of Knox Gelatine every day. *Second 2 weeks:* 2 envelopes every day. After that, drink Knox as required.

**THE SECRET** is to drink Knox Gelatine regularly. And don't forget. Cost? Little more than a pack of cigarettes a day.

Be sure to drink plain, unflavored Knox Gelatine (U.S.P.)...the same gelatine used for over 50 years for desserts and salads. Knox is the only gelatine *proved* to increase endurance. Each dose sealed in sanitary envelope, protected *until you use it*. Buy the

regular 4-envelope kitchen package, or the new money-saving 32-envelope package. At your grocer's. Or write Knox. Also send for Bulletin E, Knox Gelatine, Johnstown, N. Y., Dept. 71.

**HOW TO DRINK KNOX:** Empty 1 envelope (¼ pkg.) Knox Gelatine in glass ¾ full of water or of fruit juice, not iced. Let the liquid absorb the gelatine. Stir briskly. Drink Knox immediately. If it thickens, stir it again.

## BEAT TIREDNESS! DRINK KNOX GELATINE



## PICTURES TO THE EDITORS (continued)

### ANTI-NAZI

Sirs:

Complete in native costume, Tawera Moana shows what he would do if he came face to face with Adolf. Moana is

the only full-blooded Maori at present in England. Recently he presented a war dance at His Majesty's Theatre as part of a performance for New Zealand war charities.

BRUCE ROBINSON  
London, England



### FRUSTRATED LOVE

Sirs:

This bench near the Hutchinson River Parkway at Pelham, N. Y., has evidently been the scene of a heartbreak. Some bewildered lover has carved "To Hell

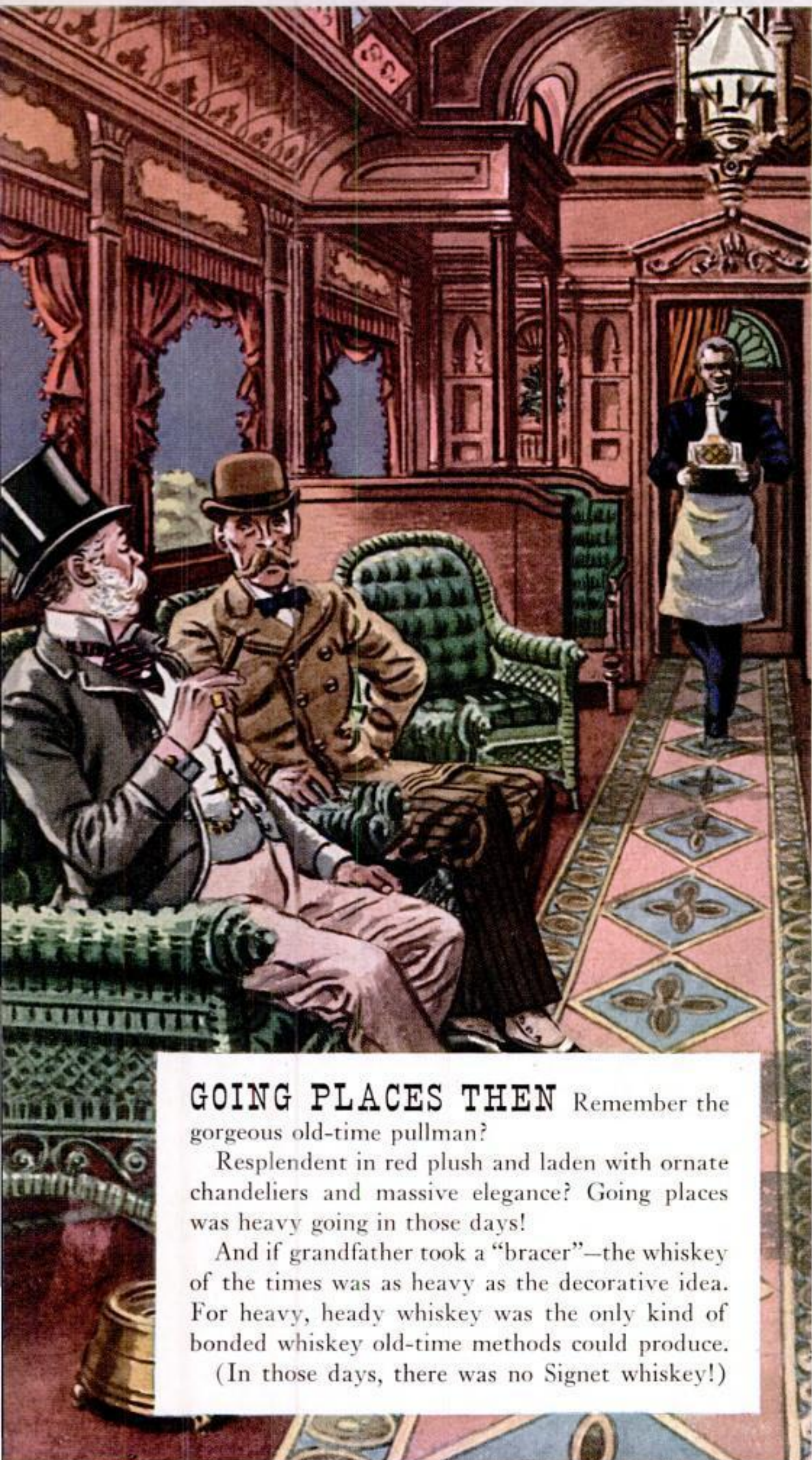
With Love" on the bench and painted a heart on the rock over the word "To." The heart has several spots in the center. Upon examination these proved to be bullet holes.

STEPHEN L. STILLMAN  
Pelham Manor, N. Y.





*Your TASTE, too, has changed!*



**GOING PLACES THEN** Remember the gorgeous old-time pullman?

Resplendent in red plush and laden with ornate chandeliers and massive elegance? Going places was heavy going in those days!

And if grandfather took a "bracer"—the whiskey of the times was as heavy as the decorative idea. For heavy, heady whiskey was the only kind of bonded whiskey old-time methods could produce. (In those days, there was no Signet whiskey!)



**GOING PLACES NOW** The streamlined pullman that whisks you over miles in swift minutes is tons lighter than its noble ancestors! (Both visually and actually!)

And as for your *taste*—that, too, has taken a change for the lighter!

Smooth, light-bodied Signet fits your modern taste as the modern streamlined train fits your idea of travel.

*Light-bodied as Scotch—Signet is the First bonded whiskey of its kind!* Try this grand whiskey—today!

Delightfully light... because  
*It's Aged in AGED Wood*

**Signet**

*First Bonded Whiskey of its kind*

**WHAT AGED IN AGED WOOD MEANS**

SIGNET is distilled for lightness. It is then aged in charred casks that have been pre-mellowed by repeated prior use. Scotch and Canadian whiskies and the rarest French brandies are also aged in casks that have been thus pre-mellowed.



*This whiskey is  
4 years old  
100 proof*

COPR. 1940  
HIRAM WALKER & SONS INC.  
PEORIA, ILL.





COPYRIGHT 1940, THE COCA-COLA COMPANY

# Thirst stops here

When you feel thirst coming on, come on to the soda fountain. There's a tinkling glass of ice-cold Coca-Cola waiting for you there. Bring in your thirst and go away without it . . . completely refreshed . . . completely satisfied.

5¢

Coca-Cola has the charm of purity. It is prepared with the finished art that comes from a lifetime of practice. Its delicious taste never loses the freshness of appeal that first delighted you...always bringing you a cool, clean sense of complete refreshment. Thirst asks nothing more.

T H E P A U S E T H A T R E F R E S H E S